

RAPSCA IONS

Session 1:

Making a personal website

Elaad Applebaum

Today's goal:

Walk out of here with a fully functioning personal website, and sufficient understanding of web building to expand it in the future

If you already have a website: update it, and/or help others make their own websites!

Today's plan:

1. Motivation and personal website content
2. A brief overview of web building
3. Hack session

Why do I want a personal website?

- A central location for people* to learn about you
- A repository for you to collate your online presence and contact information
 - GitHub, ADS, CV, email, linkedin, Twitter
- Search engine optimization (SEO)
 - If someone wants to find you, step one is google
- Website analytics, for the curious

*people = your website's audience, which you want to keep in mind. Is it fellow astronomers? Students? Hiring professors?

Why do I want a personal website?

The image shows a Google search interface. The search bar contains the text "elaad applebaum". Below the search bar, there are navigation links for "All", "Shopping", "News", "Images", "Videos", "More", "Settings", and "Tools". The search results show "About 715 results (0.38 seconds)". The first result is for "Elaad Applebaum" with the website "www.elaadapplebaum.com". The snippet for this result reads: "Hello! Hi, and welcome to my website! My name is **Elaad Applebaum**, and I am a PhD candidate in astrophysics at Rutgers, advised by Dr. Alyson Brooks. Research · Teaching · Curriculum Vitae · Contact". To the right of the search results is a box titled "See results about" with the text "Department of Physics & Astronomy (University in Piscataway, N... Piscataway, NJ 08854)". Below the search results is another box titled "Good things:" containing the text "Actually me" and "Lack of results from before grad school".

Google

elaad applebaum

All Shopping News Images Videos More Settings Tools

About 715 results (0.38 seconds)

Elaad Applebaum
www.elaadapplebaum.com ▾
Hello! Hi, and welcome to my website! My name is **Elaad Applebaum**, and I am a PhD candidate in astrophysics at Rutgers, advised by Dr. Alyson Brooks.
[Research](#) · [Teaching](#) · [Curriculum Vitae](#) · [Contact](#)

Elaad Applebaum - Rutgers University Department of Physics ...
cgisvr.physics.rutgers.edu > [cgi-bin](#) > [physdb](#) > [genpip](#) > [ApplebaumE](#) ▾
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Mailing Address: **Elaad Applebaum** Department of Physics and ...

^[PDF] **Elaad Applebaum - Rutgers Physics**
physics.rutgers.edu > [~applebaum](#) ▾
(312) 404-6727 · elaad.applebaum@gmail.com. Education. Rutgers, The State University of New Jersey. Piscataway, NJ. Ph.D. in Physics and Astronomy.

See results about
Department of Physics & Astronomy (University in Piscataway, N...
Piscataway, NJ 08854

Good things:
Actually me
Lack of results from before grad school

What goes into an academic, personal website?

Things you may want to include (not an exhaustive list!):

- A photo of yourself
- An “about me” section
- Research interests
- Publication list
- Teaching information
- Outreach activities
- Contact information
- Social media links
- Hobbies or other interests (depending on your status and audience)

For more, see <https://www.elsevier.com/connect/creating-a-simple-and-effective-academic-personal-website>

Web basics

- HTML (= structure)
 - A markup language for displaying (essentially static) web elements
 - Built on **elements**, which are denoted by starting and ending **tags**, such as
 - `<h1>content</h1>` (header 1)
 - `<p>content</p>` (paragraph)
- CSS (= style)
 - Defines the presentation and formatting of content defined by the HTML
 - Elaborates on elements in your HTML (all, or user-specified by class/id); for example:
 - `p { color:red; font-weight:bold; }` says paragraphs should be red and bold
 - Useful for specifying different behaviors in different contexts (e.g., desktop vs mobile)
- JavaScript (= behavior)
 - Scripting language, used for anything interactive (or non-static!)

Web basics

Analogy:

If you're building a house,

HTML says “you have a sink”

CSS says “your sink is stainless steel, with two basins, and an undermount, except if your kitchen is very small, then only one basin”

JavaScript says “if you turn the faucet handle, water flows”

Web basics

For your purposes, a website is a collection of individual webpages that link to each other.

This is the link element:

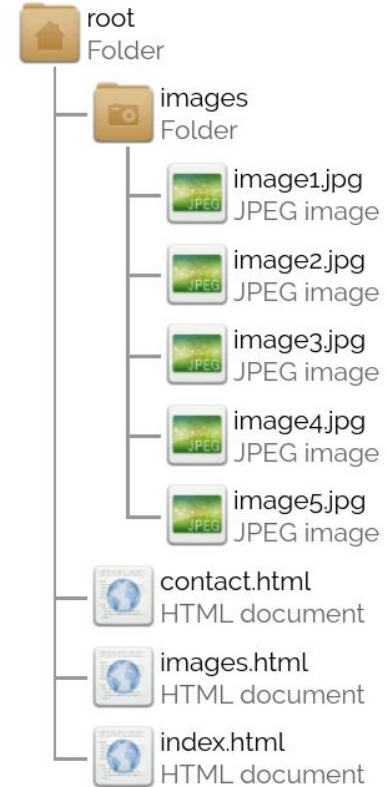
```
<a href="path/to/page">Go to page</a>
```

When you go to website, index.html is the default page.

Everything else is essentially a directory structure

For you, root is in your physics cluster account, at

```
~/public_html
```



Hack away!

Go to html5up.net, download a template, and begin creating your website!

Copy the contents of the template into your website directory; to start, you probably only need the `index.html` file, `assets`, and any image(s) you intend to use

(I recommend using `git`/`GitHub` for version control of your website. If you aren't comfortable with `git`, an upcoming hack session (hosted by one of you!) will provide the basics)

When you're ready, `scp` your `index.html` file (and any other required files/directories, such as `assets` and images) into the `~/public_html` directory on the physics cluster. You may have to create the directory.

Your website is `www.physics.rutgers.edu/~username`

A note about domain names and hosting

You could consider buying a domain name (you could have it redirect to your Rutgers website), while having Rutgers host your site. Something like `firstname.lastname.com` will likely cost you ~\$15 per year.

Reasons you may want to use a custom domain name:

- Control your online identity
- Increase SEO
- Easier to remember URL in the future
- Domain name stays the same even if you change institution

Another possibility: if you have a GitHub account, you get `username.github.io` for free, hosted by GitHub (not Rutgers).