



Dynamic Content

What is dynamic content? Allowing people without any knowledge of HTML (the language all websites are written in) to update the contents of your website; a good example of this is a page displaying your company's product range. If you had a plain HTML website written, every time you wanted to change the price of one of your products, you would need to contact your web developer to make a change; this can be time consuming and costly. However with a database driven website, you would have access to a secure admin area on your website. This would allow you to type into a form your updated product details. The information would then immediately change on your website, giving you control over the content.

How does dynamic content work? Firstly you need your site to be written in a dynamic programming language such as ASP, PHP or JSP. You also need a database such as Microsoft Access, SQL Server, MySQL or simply a text file to hold the data. The programming language then creates the HTML page, based on what information is in the database, every time you view it in your web browser. You will need to ensure that the ISP you choose can offer the correct service you require to host your website otherwise the code will not work.

Is dynamic content costly? Yes, its initial programming will be more expensive than a simple HTML page, however you will only have to pay for it once, then you will be able to update your website content as often as you like, so you need to consider the long term saving against the initial cost.