Web publishing is the process of publishing original content on the Internet.

The process includes building and uploading websites, updating the associated webpages, and posting content to these webpages online. Web publishing comprises of personal, business, and community websites in addition to e-books and blogs.

The content meant for web publishing can include text, videos, digital images, artwork, and other forms of media.

Publishers must possess a web server, a web publishing software, and an Internet connection to carry out web publishing.

Web publishing is also known as online publishing

SGML (Standard Generalized Markup Language)

SGML (Standard Generalized Markup Language) is a standard for how to specify a document markup language or tag set. Such a specification is itself a document type definition (DTD). SGML is not in itself a document language, but a description of how to specify one. It is metadata.

SGML is based on the idea that documents have structural and other semantic elements that can be described without reference to how such elements should be displayed. The actual display of such a document may vary, depending on the output medium and style preferences. Some advantages of documents based on SGML are:

1. They can be created by thinking in terms of document structure rather than appearance characteristics (which may change over time).
2. They will be more portable because an SGML compiler can interpret any document by reference to its document type definition (DTD).
3. Documents originally intended for the print medium can easily be re-adapted for other media, such as the computer display screen.

The language that Web browser uses, Hypertext Markup Language (HTML), is an example of an SGML-based language. There is a document type definition for HTML (and reading the HTML specification is effectively reading an expanded version of the document type definition). In today's distributed networking environment, many documents are being described with the Extensible Markup Language (XML) which is a data description language (and a document can be viewed as a collection of data) that uses SGML principles.

SGML is based somewhat on earlier generalized markup languages developed at IBM, including General Markup Language (GML) and ISIL.

Web hosting

Web hosting is a service of providing online space for storage of web pages. These web pages are made available via World Wide Web. The companies which offer website hosting are known as Web hosts.

The servers on which web site is hosted remain switched on 24 x7. These servers are run by web hosting companies. Each server has its own IP address. Since IP addresses are difficult to remember therefore, webmaster points their domain name to the IP address of the server their website is stored on.

It is not possible to host your website on your local computer, to do so you would have to leave your computer on 24 hours a day. This is not practical and cheaper as well. This is where web hosting companies comes in.

Types of Hosting

The following table describes different types of hosting that can be availed as per the need:

S.N.	Hosting Description
1.	Shared Hosting In shared hosting, the hosting company puts thousand of website on the same physical server. Each customer has their own allocation of physical web space and a set of bandwidth limit. As all websites share same physical memory, MYSQL server

	and Apache server, one website on the server experiencing high traffic load will affect performance of all websites on the server.
2.	Virtual Private Server (VPS) It is also known as Virtual Dedicated Server. It is a server which is partitioned into smaller servers. In this customer is given their own partition, which is installed with its own operating system. Unlike shared hosting, VPS doesn't share memory or processor time rather it allocates certain amount of memory and CPU to use which means that any problem on a VPS partition on the same drive will not affect other VPS customers.
3.	Dedicated Server In this kind of hosting, single dedicated server is setup for just one customer. It is commonly used by the businesses that need the power, control and security that a dedicated server offers.
4.	Reseller Hosting A reseller acts as a middle man and sells hosting space of someone else's server.
5.	Grid Hosting Instead of utilizing one server, Grid Hosting spreads resources over a large number of servers. It is quite stable and flexible. The servers can be added or taken away from the grid without crashing the system.

Assignment

1. What is web hosting?

2. What is web publishing?

3. What is SGML?