

Web Presence on a Shoe String Budget

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Note: The slides will advance automatically, but you may move or pause them manually by using the arrow buttons below.

Overview

- Objective: Provide the basics of creating and publishing a "starter" business
- Target audience: Entrepreneurs who are novices to website development but with average computer knowledge and skills
- Organization of the module:
 - What do I need?
 - How do I create my site?
 - How do I put my site on the web?
- What do you need?
 - Web hosting service
 - Registered domain name
 - Software

What to look for in a web host

- Web server operating system
 - Unix/Linux
 - Windows
- Cost
- Amenities
 - Bundled domain and site hosting
 - Disk space and bandwidth
 - Email accounts
 - Pre-installed scripts
 - Control panel
- Support

Tips on web hosting

- Website hosting does not include internet access
- Be wary of free hosting and shared hosting sites
- Check out web host reviews before signing up
- Backup your account information!

Domain Names

- Domain extensions (.com, .net, .biz, .us)
- Searching the Whois database (www.whois.net)

Whois.Net
DOMAIN-BASED RESEARCH SERVICES
91,546,719 domains registered | 6,495,762 deleted domains | 37,640,475 domains on hold

Whois domain name lookup, available domain names, domain keyword search, deleted domains. Explanation of tool: Lookup registration data for domains.

WHOIS Lookup .com Lookup registration data for domains.

Search by domain or keyword Search domains and lookup whois information. Research and protect trademarks.

Domain Lookup .com Find available domains.

Search through deleted domains Find previously registered domains that are now available.

\$9.95 Domains

Domain name server (DNS)

- Assigning domain name server (DNS)
 - ns1.secureserver.net
 - 165.45.55.223
- Usually only need to change DNS when domain and site hosting are not bundled

Understanding Hypertext Markup Language (HTML)

- Not really a programming language
- Text with markers or tags that are interpreted by browsers
 - `<h1>`This creates a heading`</h1>`
 - `<p>` Paragraph begin and end`</p>`
 - `` Bold text``
 - ``
 - ``image insert``

Software

- Web authoring software
 - FrontPage
 - DreamWeaver
- Plain text editor
 - Windows Notepad or Macintosh TextEdit
 - NoteTab (www.notetab.com)
- File transfer

How do I create my site?

- Templates
- Free & low-cost templates on the web:
 - www.freewebsitetemplates.com
 - www.oswd.org
 - www.alwebcodesign.com
- Text insertion markers:
 - `<!--Start your text here-->`
 - `<!--End your text here-->`

Tips on writing web pages

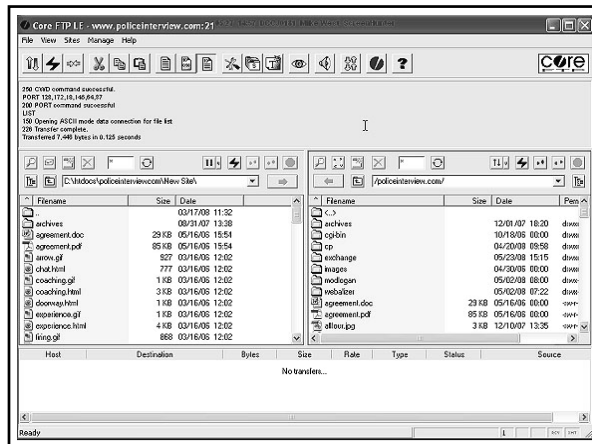
- HTML pages can use either .htm or .html extensions but must be consistent with menus
- "Index.htm(l)" is the conventional name for the home page
- Line breaks using the "enter" key are not recognized in HTML. Use `
` or `<p>` instead.
- Be sure to include keyword combinations that best describe your product or service
- Avoid using word processing software to create web pages
- Visit websiteshatsuck.com

Selling on the web

- Secure servers
- Third-party payees
 - PayPal
 - WorldPay
 - 2checkout.com
 - E-check

How do I put my site on the web?

- Using your authorizing software
- Using your browser
 - <ftp://username:password@ftp.yoursite.com/>
- Using file transfer protocol (FTP) software
 - www.coreftp.com
 - www.smartftp.com



Additional Resources

- HTML Primers
 - www.htmlprimer.com
 - www.w3schools.com/html/default.asp
 - www.websiteprimer.com
- Web Host Reviews
 - www.top-10-web-hosting.com/
 - www.best-web-hosting-2008.com/
 - www.webhostmagazine.com/
- Michael West, mdwest@vcu.edu