



# Website 101:

**Getting Your Business or Organization Online**

# Project Steps: Start To Finish

- Domain Name
- Site Contractor
- Host Provider
- Design
- Marketing

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- Less is more
  - Keep it short and make it memorable

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musicdials.com

cherokeearchitecturaldraftinganddesign.com

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- Where to register
  - Host Provider
  - Web Developer
  - Self-Service: GoDaddy.com, Enom.com, etc.



# Site Construction:

Hire it out or build it yourself?

- Objectives (typical approach):
    1. Cost / Investment
    2. Site Features
    3. Presentation / Market Appeal
    4. Maintenance
    5. Future growth
- 



# Site Construction:

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- Objectives (prioritized for success):
    1. Presentation / Market Appeal
    2. Site Features
    3. Future Growth
    4. Maintenance
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# Site Construction:


Hire it out or build it yourself?

- Build it yourself
    - + Save Money
    - - Limited Features
    - - Commitment in Time & Creativity
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# Site Construction:

Hire it out or build it yourself?

- Build it yourself
    - + Save Money
    - - Limited Features
    - - Commitment in Time & Creativity
  - Web Developer
    - + More Professional Look & Feel
    - + Extended Features / Capabilities
    - + Focus
    - - Financial Investment
- 

# Build It Yourself

- Online SiteBuilder - \$5/month
  - Hundreds of pre-designed templates
  - Web-based utility
  - Free 30-day trial
- Purchased Software
  - Dreamweaver - \$399
  - CoffeeCup - \$49 - \$129
  - Expression Web - \$299

# Web Developer: What To Look For

- Experience
  - Portfolio of current design work
  - Marketing knowledge?
- Skills
  - ASP, PHP, ColdFusion, SQL, CMS, SEO
- Service / Support
  - Accessibility & Responsiveness
  - How do they bill?
  - Do you like them?
- References

# Choosing a Host Provider

- Network
  - Connectivity / Redundancy
  - Uptime Guarantee
  - Infrastructure
  - Platforms – Windows / Unix
  - Backups
- Support
  - Accessibility / Responsiveness
  - Control Panel / Account Manager
  - Web Statistics

# Designing Your Site

- Content
  - Useful, Relevant, *Current!*
  - Easy Navigation
  - Immediate Information
  - Free Offer / Take Away
  - Contact Information
- Aesthetics
  - Appropriate For Your Industry
  - Broad Marketing Appeal
  - Comfortable To View
- Maintenance
  - Easy Updating & Expansion

# E-Commerce:

What is it and do I need it?

- Buying Online
  - Quick – few clicks as possible
  - Secure – establish trust
  - Follow Up – communicate to your customer
- Components
  - Shopping Cart
  - Secure Certificate
  - Merchant Account / PayPal

# My New Site Is Up, Now What?

- Marketing
  - Search engines (Google, Yahoo, MSN...)
  - Press Releases
  - Reciprocal Linking
  - Postcards, Flyers, HTML Email...
  - Local Networking
- Website Stats
  - Fine tune what's working, release what's not



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