

How to set up your website:

Here's a list of what you will need to get your website up and running:

- First, you will need to visit a site like <http://www.Register.com> or <http://www.SimpleURL.com>, to apply for and register a **domain name**.
- Secondly, you will need to choose a service to **host** your site.
- Finally, you will need the **code** to create your web design. *Code is what is used to create your web pages and their respective functionality.*

The following information describes the above services in detail.

The **domain name** should cost anywhere from \$10 to \$35 annually. There are several online sites you can choose from. It is important that you review their services when comparing. Cost should not be the only deciding factor. Typically you enter the name you wish to have for your site and if that name is available you can purchase it. You can also purchase a domain name from a hosting service (the next step). If you choose to do this you must be sure that if you change hosting services you can "take the domain name with you".

Next, you will need a **hosting** service to provide you with "space" on their server. This "space" will host your site files and display your site when visitors type your domain name into their browser's address line. The host will also provide email addresses and other services.

Your cost for the abovementioned services, can range anywhere from nothing to \$40 per month or more. Research potential hosts carefully. Each provider will differ in the services they offer. You will need to find the one that's right for you and your business needs. The free hosts will most likely advertise on your site using banner ads and pop-ups. It is wise to consult with your web designer/webmaster prior to contracting with a host service. They will be able to advise you further in this matter.

Finally, you will need to develop your site using **internet-compliant code**. This code will determine what your site looks like and whether or not the search engines will find and return your site when someone searches for you, your products or services. Code works behind the scenes and it is required for every component of your site. On-line forms, e-mail, e-commerce transactions, text, flashing images or movies, and auto-replies all require code.

The development of this code as well as the "look and feel" of your website is handled by a web designer. A web designer will work with you to advise and determine your needs. Consequently, they will design and layout the pages in a manner that most clearly displays your products and/or services. It is their responsibility to write the code that makes your site both user and "search engine friendly". You should make sure they are up to date technically and get referrals from their other clients.

The fee for a web designer's service varies greatly. The largest portion of this price is the initial setup after that, updating is all that's normally required. Again, cheaper is not necessarily better. Be sure of what you're getting for your investment. A professional designer will be sure to include search engine optimization, image treatment, 2 mock designs to choose from and a written estimate outlining what is included in your price.

If you have any questions regarding the content of this or any of our other informational articles, please give us a call at 516.404.5115, e-mail us at contactus@gfigraphics.com or visit us at www.gfigraphics.com.

As a service to our website design clients, we handle acquiring the domain name and arranging for website hosting.

**Call us now for a no-charge estimate
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