

# The Process of getting a Website on the Internet

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## *What's the name of that Site?*

Your domain name is more than a few words it's identified the website call a physical IP address. The IP is a digital representation of the name you see in the browser search field. OK this sounds a little confusing to the beginner but it's really simple. An Internet protocol (IP) address is a numeric address (64.202.163.91) this IP is translated into a domain name (albanygraphics.com) by a domain name server (DNS). Each server connected to the Internet is assigned a unique IP address. Now the real question here is; how do I get one? Answer, just go to any site on the net that offers hosting and they most likely will offer domain name purchase. I use [www.godaddy.com](http://www.godaddy.com) a well know hosting company, there you will find a link that reads [whois](#) a common name for domain name search tools.

Pay attention because this step is very important, and if you get this wrong the rest of you work won't matter. On a piece of paper or in word start writing down a list of possible business names, below you will find a short example.

- Albany Graphics Design Studio
- Graphics Design
- Albany Websites
- Albany Design Studio
- Albany Graphics

Now you have your list and a fairly good idea of what the website subject is about. Keep refining your list until you have about 20 names and then go to the whois . In the search field type the business names but without spaces between words and a (www.) extension in front. At this point you will start to understand just how unavailable most names are, but keep on plugging. When registering a domain ensures that the administrative contact is you and not the hosting company. This will help to avoid any problems or conflicts should you decide to change your hosting supplier at a later date. It's important to remember that your domain name needs to be very descriptive and easy to remember. In addition the name should describe the products or services or what ever it is your trying to offer on the internet.

Good domain names are out there, but they can be hard to find. Here are some tools to help you in your search.

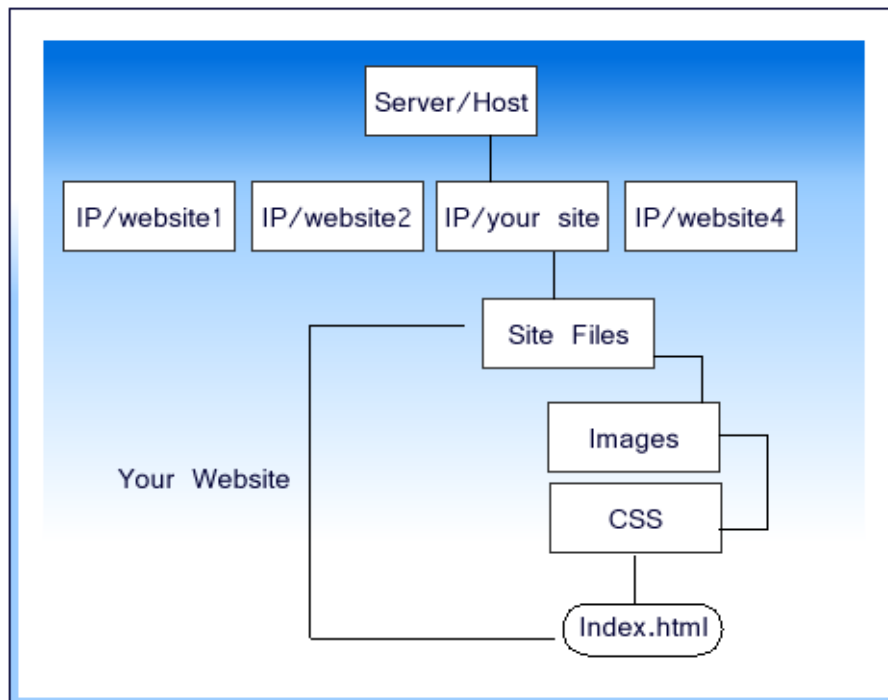
- [Dislexicon](#) - Takes common words and will add suffixes and prefixes. It even gives you the meaning. This site is great for finding short domain names that look like they could be real words.
- [JustDropped](#) - This site lets you search for domain names that have recently expired. You get a few searches for free with limited results. I've found that the free searches are usually adequate for my needs.
- [Word Mixer](#) - This one lets you enter up to five words which are mixed up into new, semi-pronounceable words. The same website also has a couple other tools that are useful such as the random words tool which is hit or miss, and the mixer seeds page.

- [WordFinder](#) - This is actually a tool for crossword puzzles, but it can also be very useful for finding a domain name.
- [DomainsBot](#) - This search engine is geared specifically towards finding a domain name. It works best if you're looking for a compound-word domain rather than an invented word.
- [Online Generators](#) - If all else fails, sometimes you'll find a gem using one of these online generators. This is usually a last resort for me though; they tend to suck up your time without out producing much.
- [GoDaddy.com](#) – This Web Hosting service has more then meets the eye, with **SSL Certificate, E-commerce, Hosting** and a slue of others I rate this site a 10 on internet services.

So you've selected your domain name and it's available as you have no doubt noticed it's less expensive to purchase your name for a long term such as 2 or 3 years. On average the cost is about \$10 per year and 6 per year for multiple year purchase. Remember this is just the first of many steps needed to have a website on the internet so don't be alarmed it's going to be OK!

## ***Hosting the big mystery & the cost involved***

In simple terms hosting companies provide the storage space and services that you need if you wish to serve files from a site or send and receive emails across the internet. Look at web hosting this way, it's just like the file structure on your home computer there is a main folder (server location or host) and within it there are many folders that house (host) websites within them. The structure is explained in figure A1 below.



Now that you have a domain name you will need somewhere to put it. Most hosting companies offer domain registration services also, so it may be easier to get everything in one place. If you are buying hosting services for the first time you may be overwhelmed by both the wide choice of offerings

and the terminology. Don't be. Hosting is like any other service and is not a big mystery. The same kinds of criteria apply to choosing a hosting provider as to choosing any other business service. Although you may find "cheap" providers don't forget that "cheap" is all too often associated with "poor quality". We are all too aware of the costs in running our businesses; however there are plenty of good hosting services available that do not cost a fortune. Before you sign up make sure that the company is reputable and that they offer a proper level of support. The key word is still "support".

Now here are a few things you need to keep in mind when selecting a web hosting company. First of all, what type of hosting service do you need? Well the answer is three fold and not as confusing as it mite seem. Hosting can be FREE, SHARED or DEDICATED.

## Free Hosting

Some service providers offer free web hosting. Free web hosting is best suited for small sites with low traffic, like family sites or sites about hobbies. It is not recommended for high traffic or for real business. Technical support is often limited, and technical options are few. Very often you cannot use your own domain name at a free site. You have to use a name provided by your host like <http://www.freesite/users/~yoursite.htm>. This is hard to type, hard to remember, and not very professional.

## Shared (Virtual) Hosting

Shared hosting is very common, and very cost effective. With shared hosting, your web site is hosted on a powerful server along with maybe 100 other web sites. On a shared host it is common that each web site have their own domain name. Shared solutions often offer multiple software solutions like email, database, and many different editing options. Technical support tends to be good.

## Collocated Hosting

Collocation means "co-location". It is a solution that lets you place (locate) your own web server on the premises (locations) of a service provider. This is pretty much the same as running your own server in your own office, only that it is located at a place better designed for it. Most likely a provider will have dedicated resources like high-security against fire and vandalism, regulated backup power, dedicated Internet connections and more. Your domain name is best when it's on a dedicated server because the name will be like this ([www.mysite.com](http://www.mysite.com) not [www.freesite/users/~yoursite.htm](http://www.freesite/users/~yoursite.htm)) do you see the difference no .com at the end of the address, and the use of the /user/ this means that the site is under a shared name and can't be marketed well.

Below is a list of the types of hosting Platforms out there.

- **Apache:** One of the world's most popular Web server programs, Apache was built by a group of open-source programmers and is often used because of its outstanding performance, strong security features and the fact that it is free.
- **Linux:** Pronounced lee-nucks or lih-nucks. A freely-distributable **open source operating system** that runs on a number of hardware **platforms**. The Linux **kernel** was developed mainly by Linus Torvalds and it is based on UNIX. Because it's free, and because it runs on many platforms, including **PCs** and **Macintoshes**, Linux has become an extremely popular alternative to **proprietary operating systems**.
- **Windows** Hosting provided on a Windows platform. A Windows host allows a Web page to use Microsoft tools such as ASP, ASP.NET and Microsoft SQL.

## ***What Software? (Open source or not)***

Software is a big issue and it one that I just have to address, mostly because I see a lot of folks making the same old mistake over and over again. Now let's take a look at this in a step by step process so there won't be any misunderstanding. There is a lot of ways I could say this but I like to get down to the point of a subject as soon a possible. Web based applications, auto site builders, content management tools and the like are the evil cousin of web development on the net today. They all have one thing in common; the code they build is not compliant and loaded with additional code that really has no purpose or use in your website. It makes web sites slow!

**Let's get down to the real question, what software do I use?** There are a lot of great applications out there and as my number one pick [Macromedia Dreamweaver®](#) web design and [Fireworks](#) for the images. These two software's work very well together and best of all there is a nifty code cleaner tool built in the application. (Go to Commands > Clean up XHTML ) You can also set the colors for the code so it's easier to see each type of tag or statement. The new Browser Compatibility Check feature in Dreamweaver generates reports that identify CSS-related rendering issues in a variety of browsers. In code view, issues are flagged with green underlining, so you know exactly where the problem is. After you identify the problem, you can quickly fix it if you know the solution, or, if you need more information, you can visit Adobe CSS Advisor. See [Check for cross-browser CSS rendering issues.](#)

Next in line is [Adobe GoLive®](#) it's a great tool, and Adobe also has good image software called PhotoShop®. GoLive offers character and paragraph styles similar to those in [Adobe InDesign®](#) software but defined in CSS. Add new styles, edit existing ones, or delete old styles in the Control panel, or use the Style Options dialog box to define specific properties. But there is still nothing like hard coding and all you need is a free application call **Notepad by Microsoft**, and yes you have to learn HTML or XHTML but the advantages are very clear.

You can purchase a [web site template](#) and then just copy and past the page to create the other pages and best of all most templates are code compliant and can be made ADA accessible. This is also the quickest way to build a website because the templates are built with Dreamweaver most of the time so this makes the process go smooth.

## ***You've built it and now what?***

Marketing you website is not something you should see as a smaller issue or lower on your list of things to do.

My Father used to say "Do what you know" it's short but very true. Take my advice and hire a professional SEO and spend the money to get the marketing do right. This is by far the most difficult part of making your website successful on the internet, and making money. If you plain on publishing your website yourself then I should mention a few important point to help you along the correct path. Below are three options for publishing websites to the internet all have a different look and design but they do the same thing.

- [CuteFTP Download your free trial now.](#) This is a quick option and it will get the job done but remember it is a trial download it will require a purchase to get the full functionality.

- [FileZilla - The free FTP solution](#) This is a simple tool and offers the functionality to match even the best web tools.
- [Macromedia Dreamweaver®](#) This also has the benefit of an FTP software solution built all into one application. The price is a bit heavy but macromedia is the best on the market today.

### ***Your web site's live now what?***

This is where the big trouble starts site owners tell me all the time I did everything you said and my site gets absolutely no traffic. The issue is the same with every site they stopped the marketing program or never started it. Worse than that the web site in question is basically invisible to the search engines no matter what the developer does it will stay that way. Why you ask? Simple the site in question has so little text that it's ignored all together. Search Engines are text based animals and thrive on well written content, without it you mite as well post a blank page.

Best of luck in all your endeavors.  
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