

WEB

DEMYSTIFIED



**Even You Can
Get Your Geek On.**

Albert Lozoya, Valerie Henson

Introduction.

“Cheap, Fast & but not all 3.

The Web, you may be a master at it or you may stare blankly as your 5 year old child navigates it through it like a sea boat Captain escaping a Giant Squid. Whatever it may be, the web is out there and in full force: a giant conglomeration of shopping, blogging, chatting, emailing and sharing, and countless number of other action verbs that end in (ing). So what’s the big mystery? How does Amazon get all those pretty pictures on your computer, allow you to browse through their goods and services and eventually charge your credit card for the final Harry Potter book that you desperately needed to purchase at midnight of it’s release? We’ll take you through the process of developing your company’s web presence. Whether you’re building it on your own or you’re hiring someone to assist you, we’ll take the mystery out of the process and leave you in the Captain’s chair.

Much like a vehicle, the process of getting your company online is a combination of cheap, fast and good but rarely all three. It’s really great and fun to drive the fastest and best car but it’s not cheap. It’s also great to take a few hundred dollars and quickly buy a vehicle, but it’s not going to be good. Your friend Sam might be able to build you a good car, with inexpensive spare parts, in his spare time, but you better be patient.

However, the web is full of slow, expensive and bad websites. We’ll break down what makes things fast, cheap and good. We’ll give you options so you won’t become the driver of the slowest, most expensive Ford Pinto on the road. First here is a little history...


History of the web.

The basic idea of WWW was to merge the technologies of personal computers, computer networking and hypertext into a powerful and easy to use global information system, the Internet. With a Web browser, a user views Web pages that may contain text, images, and other multimedia and navigates between them using hyperlinks. The Web was created in 1989 by the Englishman Sir Tim Berners-Lee and the Belgian Robert Cailliau working at CERN in Geneva, Switzerland.

TIP: To view the top visited sites online right now visit www.alexacom.com.

What's so scary about the web?

Don't worry, the spiders don't bite.



The web can be a scary thing because it's unknown. However we are not all mechanics but we're able to drive in our cars, refuel and sometimes change the oil. The interworking of the internet are complex however tools are in place to make things simple. If we prepare ourselves and know what's possible, what's inexpensive, what to expect with the budget we have, we will not be taken advantage of by the new-age internet mechanic gurus out there. It's time to pack away your fears because there are many ways to make your web fast, cheap and better,

cheap, good and faster,
good, fast and cheaper.

Rio Grande Senior Technology & Design Group

The web is just another marketing channel, and creating your own website is much easier than you may think. Val and Albert make the process of developing and managing your website understandable. Learn what's possible and how to make it happen. Learn to assess your own skills and knowledge gaps and gain the confidence you need to manage employees, consultants or anyone you enlist to help you get the web working for you.


Valerie Hensen — Valerie Hensen joined Rio in 1998 and is currently a member of the information technology team. She has over 10 years of marketing experience and is the project manager for Rio's many websites. She holds an MBA and a Ph.D. in Organizational Communications.

Albert Lozoya — Albert Lozoya is Rio's lead web designer and maintains a number of other professional websites. He has been a graphic designer and illustrator for over 15 years and has extensive programming and web development experience.

Building a Website.

When it comes to building a website you must decide to either hire someone to create/design your website, roll-up your sleeves and do it yourself, or combine both. If you have a tight budget, and your website will be used primarily to promote yourself to potential customers - and provided you are slightly computer savvy - then creating an attractive and user-friendly website by yourself is completely within your abilities. If you're looking for the Porsche of websites, chances are you will need some help. However complex the site, there are a few things you can do to prevent you from driving the slowest, most expensive Ford Pinto on the road.

The 7 major steps to building a website are:

1. Planning Your Website
 2. Buying and Registering a Domain Name
 3. Selecting a Hosting Provider
 4. Designing and Developing
 5. E-Commerce and Extras
 6. SEO & Marketing
 7. Maintenance
- 

1. Planning your Website.

The type of website you need depends on the type of business you have. Before deciding what website you need, make a list of your business requirements. Even if you have more requirements than you can fulfill, you can break it down into phases and this will be your goals for future updates.

A micro website is the easiest to build. These websites combine the roles of a brochure or a direct mail piece consisting of only about 4 pages. Micro websites usually have the following pages:

- | | |
|-------------|-------------------------------|
| 1. Welcome | 3. Our Products (or services) |
| 2. About us | 4. Contact us |

If you want to sell products directly to customers, you will need an e-commerce website that revolves around a catalog. Each product in the catalog contains a description and a photograph. E-commerce websites require shopping cart software that manages the catalog, provides a shopping cart, shipping options and method of payments.

You will also need to decide what features you will have on your website. Some of the most popular additional features are: message boards, news articles, blogs, file downloads, automated customer service, etc.



Build or Hire

Your company image is everything. It's the first thing your customer sees and if you make a good first impression you will be profitable. Will you build the website yourself or hire a web designer and developer?

The complexity of your site will dictate whether to hire someone or whether you can do it yourself. The more complex, the more customized, the more knowledge about coding it requires.

However, as you will see throughout this presentation, there are out-of-the-box web templates and eCommerce solutions that you can easily install. Nowadays most internet services providers will provide live assistance.

You might also want to weight out how much money can you make with your art in the amount time you would invest in creating your own site. There are satisfactions in building and maintaining you site, but there can also be challenges and a steep learning curve.

A Designer can assist you in making your website consistent to the brand you wish to evoke. It's crucial to carry over a consistant brand image from your storefront, printed materials to your website. Throughout your website it's important to give your customers your brand image on every page with easy to understand information. It may be intimidating to hire a Designer, but if you do your homework, it can be a blessing and avoid furstrations. Below is a range of costs that will assist you when making a decision to build your site yourself or to hire a Designer:

Designer Fees:

1. Basic Static Site (micro website) - \$200 - \$800
2. Multimedia Site - \$600 - \$1200
3. Ecommerce Site - \$800 - \$5000

Photography and Prep:

1. Prep + shoot in a professional studio- \$100/hour
2. Cropping and Masking - \$25-\$40/hr

Maintenance:

1. Loading photos and updating content: \$35/hr and up
2. Changing colors, adding banners: \$35/hr and up

Here's where the magic happens.

you are here.



you're ready for a web presence. Whether you hire a designer or you decide to do it yourself this is where it begins.

ftp. file transfer protocol.
The transfer of files from your computer to the web server.

the internet.
www.you.com

Link Directories

your customer

search engines

your domain.
this is your website's address.

web hosting provider.

the server.
this houses the files that will be available online.

Images, Text, Design

Blogs, Chat, Forums

Shopping Cart.

Is it weird that I dream in HTML?



2. Buying and Registering a Domain.

A domain name is an address for the Internet. It helps people find your website. Just as homes and businesses have street addresses, all websites have domain names. Buying a domain name should be one of your easiest tasks!

Most large companies have their own; most radio and television stations have one... heck, your grandmother may even have her own these days. Of course we're talking about domain names. internet.com, WebDeveloper.com, ServerWatch.com all give you a good idea of what you'll find if you go to their Websites.

Good domain names do that--they give the public an idea of what they will find at your site, and if they are the same as your company's name or brand, they make it easier to find your website on the Internet. However a bad domain name may take you off course. For instance, www.MyNameIsJamesAndIlikeCheese.com may be too long.

A lot of people are under the misconception that they must purchase a domain through their Internet Service Provider. While the service that these companies provide make it simpler for individuals and companies to purchase domains, you can do it yourself without any help (or fees) for the service.

Top Sites to Purchase a Domain Name

Domain Name Reseller	Website	*Price per year
1. Go Daddy	www.godaddy.com	\$9
2. Yahoo	www.yahoo.com/domains	\$10
3. Dotster	www.dotster.com	\$15
4. Name Boy	www.nameboy.com	\$15
5. Verio	www.verio.com	\$10
6. Domain.com	www.domain.com	\$9

**Pricing is also determined by the amount of additional services included.*

Domain Name Tip:

- *Your domain name should reflect your business name or the topic your site will cover.*
- *It should be a unique and concise name that is easy to say, remember, and spell.*
- *You can use only letters, numbers, and hyphens in your domain name. Spaces or other symbols are not allowed.*
- *If your first choice isn't available, try rearranging the word order, adding hyphens, or using abbreviations or locations to come up with a unique alternative.*
- *if mydomain.com is not available, try mydomaine.net or mydomaine.org*

3. Selecting a Hosting Provider.

To have a website on the Internet you need to have a web server. Unfortunately, owning and operating a web server can be very costly and requires technical expertise that most businesses do not possess. Unless you have an IT expert on staff (or you are one yourself), we strongly discourage you to develop and maintain your own server.

This is where a “web hosting provider” comes in. Web hosts provide the equipment and other technical resources that are required to provide a consumer with their own customized website. Hosting companies charge a rental fee for the service of storing your website and allowing website visitor traffic to flow through their computers to get to the information on your site.

When it comes to hosting your own website, the choice of using a web hosting provider is almost always the smartest decision. Unless you have thousands of dollars to invest in equipment, a hosting provider will keep your costs at a minimum.

Hosting Method	Pros	Cons
Hosting your own website	<ul style="list-style-type: none">• You are in complete control.• You have unlimited flexibility: you choose your own hardware, operating system, database, and other tools.• You do not have to learn another company’s Web hosting procedures.• You will not pay additional charges for hard disc storage space or bandwidth usage.	<ul style="list-style-type: none">• Purchasing and maintaining computer hardware and software can be expensive.• Obtaining a reliable, fast connection to the Internet can be very expensive.• You will need a high degree of technical knowledge, and if you have any problems, you’re on your own.
Using a hosting service provider	<ul style="list-style-type: none">• Reliable and secure computer hardware with a fast connection to the Internet.• Low start-up costs and relatively inexpensive monthly fees.• You can get your Website online much faster.• Technical support is often free or available at a nominal charge.• Purchase only the services you need and add more as your business grows.	<ul style="list-style-type: none">• You are limited to the software and hardware options the hosting service offers.• Monthly fees may vary depending on how many customers visit your Website.• Not all hosting services are created equal: it takes some research to find a reputable company that will be a trusted advisor and help you grow your business.

Free or Paid Web Hosting.

Web hosting is available to the consumer in multiple formats based upon the user's requirements. These requirements are incumbent upon cost and infrastructure provided.

Web hosting can be obtained free of cost from content portal sites. Such content sites invite individual users to establish websites on their domain in order to create a critical mass of core content on their online property. The user does not pay for service because it is subsidized by banner advertising, email advertising or trial usage that expires after a specific time frame. Because such sites do not charge, they offer limited service depth and quality of service. For example, free services may not offer customized services, domain names or technical support.

The "paid" class of web hosting services however does provide such services. Paid services are normally offered by hosting service providers. Paid services provide a reliable set of features that ensure domain name personalization, service depth and high levels of quality of service. The paid class of web hosting includes shared, dedicated and managed services. Shared is the most basic level of hosting. With shared hosting, numerous domains are shared on one server. While an economic solution, they typically cannot control the amount of traffic that the server will get.

Free Web Hosting Providers

Web Hosting Provider	Website	Cons
Google Page Creator	pages.google.com	Design Limitations
Yahoo/Geocities	geocities.yahoo.com	Limited Support
Office Live	office.live.com	Advertising
Brinkster	www.brinkster.com/FreePkgLanding.aspx	15MB Storage

Paid Web Hosting Providers

Web Hosting	Website	Storage Space Starts At	Rates Start At
Brinkster	www.brinkster.com	200 Gigs	\$4.95mo
Host Nine	www.hostniner.com	2.5 Gigs	\$6.95mo
Lunar Pages	www.lunarpages.com	350 Gigs	\$6.95mo
Go Daddy	www.godaddy.com	5 Gigs	\$4.99mo
Siteocity	www.siteocity.com	600 Megs	\$6.95mo
Hostony	www.hostony.com	400 Gigs	\$4.95mo

(*) these services might have been offering storage space promotions at the time the rates were listed here.

Dedicated or Managed Services.

If your needs are more sophisticated, then you might opt for either dedicated or managed services. Dedicated hosting allots a website its own server. This is more flexible than shared hosting, as webmasters typically have full control over the back end of the server, including choice of operation system.

Managed hosting, on the other hand is a dedicated server that is accompanied by a full suite of technical support, maintenance and monitoring services. This differs from dedicated web hosting, where customers are provided with their own servers but are still responsible for virtually all administrative and maintenance duties.

Unix vs. Windows Hosting

Most web hosts offer a choice of the two operating systems, Unix or Windows Hosting. What are the differences and which one is better?

When choosing a host, it doesn't matter what kind of operating system you develop your website on or what you use on your own computer. Websites hosted on both UNIX and Windows servers are universally accessible because the data they serve is identical. The difference lies solely in the software used to serve that data.

Which is Best?

Before deciding which type of hosting to use for your website, consider carefully what kind of technologies you will need. If you absolutely need Microsoft databases, ASP, and ASP.net you have to go with a Windows host. Otherwise most websites are probably better off with a UNIX host. The advantages of UNIX over Windows include greater choices in web hosts, slightly better reliability, and cheaper hosting costs.

Most important things to look for:

- Daily backup and up-time (99.9 or more and keep a log when site is down)
- Support: it is worth paying for it. Make sure the webhosting service have direct access to the hardware and provide live support.
- Disk space: 1 GB will be plenty; most hosting services offer up to 600GB.
- No contract: this gives you flexibility to easily switch to a different host.
- Number of sites hosted per shared server: you don't want to have too many.
- Cost: \$4 - \$10/mo for a feature-packed hosting solution with add-on domains.
- Fantastico enable: this is a library of application codes that might come handy as you add applications to your site.

4. Design and Development.

When working with a Designer, it is sometimes difficult to convey what you want your website to look like, but you need to be prepared and provide your web designer as much information as possible.

Overall Look and Feel

Be clear on your expectations and reasonable with possibilities.

Give your web designer examples of sites you like or would like to compete with: “I like the way the menu looks on this website; I like the layout of this website; I like the pictures on this website”. Show your jewelry to the designer or photos so he/she can have a better idea of your style and provide a color palette you want for your site

If you want to look like your competitor’s website, your designer will be reticent to do that. Try to be original.

Make sure that you have a good logo: you could have a very nice website but if your logo does not look good, it will ‘clash’ with the website. Consistency of look and quality is important.

If you add an e-commerce solution, make sure the look and feel between your main site and the order entry area are consistent. Out of the box e-commerce solutions redirect your customers to a different site but you can still customize the look so the transition from your site to the e-commerce site is seamless to your customers.

Outlines

Take a look at the structure of websites you like, and identify how products are categorized (categories, subcategories) and how the navigation flows.

An outline would have:

Home, Main part about who you are (‘About the Artist’); contact information (‘Contact Us’), site map (if the site is large), services or products (categories, sub-categories), news, shopping, blog.

Maintenance

Know in advanced if you want to maintain the website yourself or if you’d rather have the Designer provide maintenance. Your Designer will design a simpler site if you wish to maintain and update it yourself.

Copy

Often time you may think you have enough material, but when you start organizing your pages, you realize you don't have enough content.

Define your voice: how do you want to speak to your customers? What kind of ton represents your business and your brand the best? Laid-back, joking, light-hearted, serious, direct, determined...? Your voice should be consistent throughout your site.

Define your message: what do you want to convey to your customers in each section of your site? Develop a layout for each page in each section and clearly define what objective each page fulfills. If each page provides similar information, your customers will get bored and confused. It is better to have fewer pages with specific messages than more pages with repeated information.

Provide your web designer with the specific copy you want; do not leave it up to the designer to write your copy. You should have copy that is informative and rich in key words. Get it proofed by a friend that will give you a fresh set of eye. Often time you will take some information about your business for granted; do not be afraid to state the obvious about your business and your art: it might not be obvious to your current and future customers.

Find a balance between photo and copy: people are visual and they will not read when copy blocks are too dense.

Photography

The photo prep could be a big hidden cost: if your photos are poor quality (poor lighting, busy background, inconsistent quality) your web designer will spend too much time fixingg them. The most important components to a good picture are good and consistent lighting, good resolution, consistent of shot angle, a clean and simple background -busy backgrounds distract from the product.

If you hire a photograher, make sure the ouput files are full resolution. You will need to convert 300 dpi files into 72 dpi for the web.

Money Saving Tips:

- *If you shoot your photos yourself, use a lighting solution; it is inexpensive and it will pay off in your shots quality. Lighting solutions range from little background tents to complete table-top studios. These will provide you with consistent lighting and background and you can use your own digital camera (from \$35.00 to \$425.00 – the investment is worth it).*
- *Be very specific on what you want your website to look like (it will save re-work and back and forth for the designer)*
- *Provide as much info as possible to your web designer and be prepared for your design meeting*
- *Provide all materials (photo, copy, video) electronically by e-mail or on a disc.*

Designs Do's and Don'ts

Do make your site informative and entertaining.

Don't use so many graphics that load time is more than 15 seconds (for a dial-up connection).

Do spellcheck and/or proofread your pages.

Don't use overpowering or dark backgrounds.

Do provide a well-structured format that is user-friendly.

Don't forget to include links forward and backward (no dead ends).

Do use descriptive link menus to make navigation easier.

Don't use "under construction" signs.

Do provide an email link back to you or the Webmaster of your site.

Don't use the blink command.

Do use colors that are pleasing to the eye - and easy to read! (no yellows or reds)

Don't make the user have to work at finding things.

Do provide search capabilities of your site, if possible.

Don't use large blocks of white text.

5. Adding E-Commerce.

If you decide to sell products on your website, be prepared to add much more development time and costs to your website. E-commerce involves a lot of data collecting (copy, photos, pricing, shipping, credit card gateways, etc.) and planning.

Shopping Cart

A Shopping Cart Software is required to have products available for online purchase. It is what allows the customer to add more than 1 item to their purchase. It is what ties the shipping and payment to the final order.

Why re-invent the wheel? There are many shopping cart software providers available. They all have many features and their own level of complexity. The hardest part is the initial set-up, then adding the products. Below are some recommendations of websites that will help you get your products online.

Shopping Cart Service	Website	User Level	*Cost
Mals-e.com	www.mals-e.com	Advanced	Free
PayPal	www.paypal.com	Beginner	per transaction
Google Checkout	checkout.google.com	Beginner	per transaction
Os Commerce	www.oscommerce.org	Intermediate	Free
Instant e-store	www.instantestore.com	Beginner	\$50mo
CubeCart	www.cubecart.com	Intermediate	\$90
Yahoo	smallbusiness.yahoo.com	Beginner	\$40mo
Zoovy	www.zoovy.com	Beginner	\$132mo

* Prices may vary each month and by promotion

Here is an example of monthly cost break down from Yahoo Stores (<http://smallbusiness.yahoo.com>, rates as of 12/01/2009):

STARTER	STANDARD	PROFESSIONAL
SIGN UP	SIGN UP	SIGN UP
\$39.95/month	\$129.95/month	\$299.95/month
\$50	\$50	\$50
1.5%	1.0%	.75%
Less than \$18K/mo.	\$18K to \$68K/mo.	More than \$68K/mo.
50,000	50,000	50,000

If you already have a website, you can add the Yahoo piece later on. When creating your store in Yahoo, you will show up in the search results. You don't have to worry about upgrades and you get support.

Payment

Most shopping carts include secure credit card payments functionality (Secure Socket Layer). SSL allows a secure connection when transferring credit card information. Make sure it's the case with the shopping cart solution you go with. You will need decide what payment options you will accept, check, money order, credit card, paypal, etc. Accepting payments over the internet can become very complex and will involve a financial institution account. If your number of sales transactions per day are less than 25, then you might consider Paypal or GoogleCheckout. These are the easiest and fastest way to get started.

Shipping

Shipping could be one of your worst hidden costs.

You will need a shipping software: UPS World Ship is free to load and integrates with most ecom solutions. USPS is cheaper but the trackability is limited. Depending on your volume, you might want a shipping label printer (this will save you time in the long run). If your volume is high, you might also consider pick-up; the time you will save by going back and forth to the shipping station might be well worth it.

The amount you charge will depend on the type and the diversity of products you sell and where you ship them to.

Understand how your shipping provider charges (UPS, FedEx, Postal Services all have

different rate tables) . One provider might be cheaper than the other for heavier items, but might be more expensive for international shipping. They may also charge extra for fragile items. Make sure you cover your packing cost into your shipping charges.

Your e-Commerce software will provide you with a variety of shipping charges options to apply to your customers' orders. Take the time to analyze your products to select the shipping options that are best for your bussiness.

If your products are within the same range of weight, you can set your shipping charges as a % of sales, or as a fixed charge (for instance \$5.00 shiping for order between \$5-\$50, \$7.50 between \$51-\$150 and so forth).

If you sell high \$\$ items, you will need the packages to be trackable. If you sell low \$\$ items, the cost of replacement might be lower than the cost of a trackable shipping service in case the package gets lost.

Website Extras.

Blogs

Blogs provide commentary or news on a particular subject such as food, politics, or local news; some function as more personal online diaries. A typical blog combines text, images, and links to other blogs, web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs.

Blog name	website	price per year
1. Wordpress	wordpress.org	free
2. RocketPost	anconia.com	\$29 - \$49
3. TypePad	typepad.com	\$49 - \$89
4. Blogger	blogger.com	free

Forums

An Internet forum is a web application for holding discussions and posting user generated content. Internet forums are also commonly referred to as web forums, message boards, discussion boards or bulletin boards. The terms "forum" and "board" may refer to the entire community or to a specific sub-forum dealing with a distinct topic. Messages within these sub-forums are then displayed either in chronological order or as threaded discussions.

Forum name	website	price
1. phpBB	phpbb.com	free
2. VBulletin	vbulletin.com	\$160 (one time fee)
3. bbPress	bbpress.org	free
4. MyBB	mybboard.net	free
5. E-Blah	eblah.com	free

6. Marketing your Website.

So you have a website, and you thought that if you build it, they will come. Anyone in the world can access your website now, but how will they find it? Marketing, optimizing and promoting your website is the most important step in building a website and it is the one step that is commonly overlooked.

People look for information on the web through search engines. They usually type keywords and get thousands of search results, unless they type your site address directly. Keyword searches are called organic searches, and approximately 60% of internet business is generated from organic searches. However, 2/3 of the internet surfers never go past the 1st page of results. The key is for your site to be within the first 2 pages of search results (results 1-20). The search results ranking is a combination of three factors: relevant keywords, traffic and how many other sites list your site as a link.

Relevant Keywords

Making your website “search engine friendly” is extremely important. Your site will be more likely to rank high if your home page is content rich.

This is done by creating a list of keywords that describe your business. For example, if you sell jewelry, then your keywords might include gold, silver, pendants, earrings, rings, necklaces and gemstones. You might also include words like custom, quality and handmade, depending on how you will differentiate your business from your competitors.

Once you have collected a list of keywords, you need to do two things:

- use as many of the keywords as you can in your home page by working them into the descriptions, information, and links on your website.
- use keywords in the links that connect to you inner pages.

Make sure you have a keyword-rich title and description. This is what viewers see in the search result listing if the search engine has you indexed. Insert these keywords in the HTML code of your Web site using the < META > tags. Do not list a keyword more than once in the < META > tags, it's considered spamming.

Search Engine Optimization (SEO) is an ever changing and complicated art of working your website's content to help increase your website ranking among search engines. Be patient, results may take months of daily monitoring.

Traffic

Use print to drive web traffic:

Make sure your website address is on all your printed material, your business card, your signature in e-mails, your tradeshow booth, your invoices... Any communication with prospect customers should have your website address.

Start a newsletter to e-mail/mail to your current customers.

Buy a small ad in a very targeted magazine with your website on it.

Do relevant press releases to magazines; there are a lot of sites that will guide you through building press releases.

You could use pay per click search services (PPC) to boost your ranking and drive initial traffic to your site (the higher your rank the more people find you, the more people find you the higher your rank...). Also a PPC campaign will help you understand what keywords work for your business, what keywords are out of reach for you, and how you can enhance your home page content. Be aware that such services are very expensive. Companies like jumpfly offers PPC program for small budgets but are still expensive (count a \$2000 set up fee and a \$400/month; plus the cost of bidding for key words).

Use e-mail campaigns wisely: they need to be smart, relevant, timely, with pictures and call for action. If you are a direct marketer, do an e-mail campaign before and after sending a piece of printed material.

Note: If too many people report you as scam, you will be banned from your email campaign provider for a certain period of time. Make sure you have an opt-out option in all your e-mail campaigns.

Use blogs: blogs are good; they will keep people's interest up, and will create buzz. Make sure you remain information driven in all your postings on your blog (do not try to sell your product in a blog). Use a conversational tone and be honest, but be patient: there is no immediate result.

Links

Build relationships with other artists, schools, jewelry magazines, art, community websites that would be interested in linking to your site.

Make sure your site is on all your press releases, reviews, articles you write: as other sites display your article, they will also have your link listed.

7. SEO and Maintenance

Rethink, Refresh, Revise

A website is a living thing that grows from day to day. Search engines and visitors like to see new content news and information. Nobody likes a stale website that never changes. Maintenance is part of your duty as a website owner. Add content, photos and feed your website. Part of your weekly maintenance is search engine optimization (SEO) and making your website “search engine friendly”. Keep using keywords that will attract your target customer.

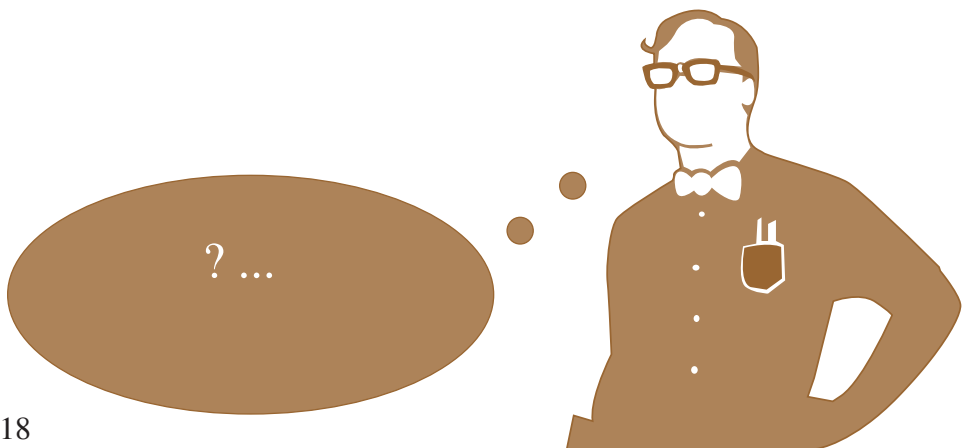
Analyze Your Website Traffic

The only way to measure the success of your website is to be able to track your visitors and their browsing habits. Adding a tracker that will give you statistical reports is easy. Here are a few great tools:

1. www.google.com/analytics
2. www.statcounter.com

Obtain Customer Feedback

A new perspective view of your website is always good. Ask your customers what they think, after all, they will be the main purpose of your website. Conduct market research (e.g. zoomerang.com)



Links and Tools.

Domain Name Registration:

www.godaddy.com
www.yahoo.com/domains
www.dotster.com
www.nameboy.com
www.verio.com
www.domain.com
www.expiresoft.com
www.pool.com

Free Web Hosting Providers:

www.pages.google.com
www.geocities.yahoo.com
www.office.live.com
www.brinkster.com/FreePkgLanding.aspx

Paid Web Hosting Providers:

www.hostniner.com
www.dotster.com
www.brinkster.com
www.lunarpages.com
www.godaddy.com
www.siteocity.com
www.hostony.com

Do-It-Yourself Design Tools:

www.coffeecup.com
typetester.maratz.com
www.formatpixel.com
www.bannerserver.com
www.templatemonster.com

E-commerce Subscription Services:

www.prostores.com
www.smallbusiness.yahoo.com
www.smallbusiness.miva.com
www.instantestore.com
www.monstercommerce.com
www.mals-e.com
www.oscommerce.org
www.instantestore.com
www.cubecart.com

E-commerce Do-It-Yourself Services:

www.mals-e.com
www.paypal.com
checkout.google.com
www.flyingcart.com

Press Releases Tools:

www.marketwire.com
www.free-press-release.com

Market Survey Tools and Analytics:

www.google.com/analytics
www.boomerang.com
www.statcounter.com
www.sitemeter.com
www.hittail.com

e-mail Campaigns Tools:

www.verticalresponse.com
www.constantcontact.com
www.octeth.com

Search Engine Optimization:

www.jumpfly.com
www.networksolutions.com
www.webuildpages.com
tools.seobook.com

Blogs and Tools:

www.blogger.com
www.wordpress.com
www.squidoo.com
www.typepad.com
www.feedburner.com
www.technorati.com

Other Links:

www.claspconvergence.com
www.riogrande.com
www.archive.org
www.hotscripts.com

GLOSSARY.

Anonymous FTP: Anonymous File Transfer Protocol. Allows the public to log into an FTP server with a common login, avoiding the need to assign passwords to anyone who wants to download files from your Website. This is unnecessary unless you plan on providing downloadable files to the public.

ASP: Active Server Pages. A commonly used Microsoft scripting language that enables the use of online databases. Specific to Windows Server.

Auto responder: An email address that is set up to automatically reply to the sender with a previously prepared response.

Bandwidth (Data Transfer): The amount of data that you are allowed to transfer (usually monthly). Data = images, text, audio files, video files and everything else that a server transfers to a user's web browser. Approximately 40,000 page views = 1 GB of data transfer. Websites that get a lot of visitors (and page views) need larger amounts of data transfer (or bandwidth).

CGI: Common Gateway Interface. A program that translates data from a web server and then displays that data on a web page or in an email. CGI scripting can add numerous interactive elements to a Website.

CGI-BIN: A directory on a server where CGI programs are stored. CGI scripting can add numerous interactive elements to a Website.

CGI Library: Certain hosts will provide a collection of pre-made CGI scripts (as a convenience) that can be used to add numerous interactive elements to your Website.

Control Panel: An online interface often used to facilitate Website management and editing. Control panels often allow hosting customers to perform basic functions (make changes, check data, etc.) without contacting customer service.

Database: A collection organized records of information that can facilitate searching, sorting, and recombination of data.

Data Transfer (Bandwidth): The amount of data that you are allowed to transfer (usually monthly). Data = images, text, audio files, video files and everything else that a server transfers to a user's web browser. Approximately 40,000 page views = 1 GB of data transfer. Websites that get a lot of visitors (and page views) need larger amounts of data transfer (or bandwidth). Also, graphics-heavy sites will need more data transfer than more basic sites.

Dedicated Servers (Dedicated Hosting): The opposite of Shared Web hosting. Servers that are owned by a Web hosting company but rented out and used by a single customer. Websites in need of a lot of disk space and/or data transfer and/or Websites that have very specific software needs may opt to rent a dedicated server. Shared Web hosting is usually sufficient for most small and medium sized businesses.

Disk Space (Storage Space): The storage capacity for images, HTML files, audio files, video files, graphics, etc. A Website planning to have a large amount of pages and/or planning to use a lot of images (or other large files) will need a greater amount of disk space.

Domain Name: Domain name is an easy-to-remember address that can be translated by DNS into server's IP address. Domain names are hierarchical. Domain's suffix indicates which TLD (top level domain) it belongs to, for example .com, .gov, .org, .net, or .jp. Recently ICANN (Internet Corporation for Assigned Names and Numbers) added several new TLDs, like .biz, .pro., and .museum.

E-Commerce: Electronic Commerce. The buying/selling (or exchange) of goods and services through the Internet.

Firewall: Software and/or hardware combination that protects a computer or network from unauthorized access.

FrontPage: Microsoft FrontPage is an HTML editor often used to create and maintain Websites.

FrontPage Extensions: A set of programs and scripts that allow specific features of a Website created with FrontPage to perform correctly.

FTP: File Transfer Protocol. The most common method for uploading files to servers. FTP allows files to be uploaded from local machines to servers, where the files can be

GB: Gigabyte. 1024 Megabytes.

IP Address: Internet Protocol Address. A unique number identifying all devices connected to the Internet

Keywords: Words used to return search results. Head terms are popular keywords that are purchased by sites so their sites rank high on the search results pages. Tail terms are keywords that are extension to the head terms, less sought after by large sites, but still used by customers in their search, and good to have in your home page

Linux: A UNIX-like operating system used by Web servers.

Managed Hosting: A dedicated server complemented with technical support and maintenance services. This is a step up from standard dedicated Web hosting, where customers are responsible for all administrative and maintenance duties.

MB: Megabyte. A million bytes. A thousand kilobytes.

Merchant Account: Enables the processing of credit cards online.

Microsoft Access: Microsoft's low-end relational database.

MS SQL: Microsoft SQL Server. A relational database management system. Windows hosting plans often include MS SQL databases.

MySQL: A popular open-source relational database. UNIX hosting plans often include MySQL databases.

Payment Gateway: Enables the authorization, processing and managing of online transactions.

Perl: A programming language that facilitates data management and processing.

PHP: A scripting language. PHP commands are embedded within the HTML of a Web page and is useful in the arena of dynamically generated pages. PHP scripting can add numerous interactive elements to a Website.

Server: A computer or device on a network used to store files and maintain network resources. This computer/device handles requests for Web pages.

Setup Fee: Initial fee charged by a host to create your hosting account.

Shared Web Hosting: The opposite of Dedicated Web hosting. Multiple sites hosted on a single server. Multiple Websites share the system resources of a single server, with each single Website being allotted specific amounts of resources. Shared Web hosting is the most common (and cheapest) hosting option.

Shopping Cart Software: Software that allows users (customers) of a Website to add and delete items into an online "shopping cart" and then proceed to purchase the item(s). A shopping cart is an essential component for most e-commerce Websites, as it allows users to browse for and purchase products online. Some Web hosts provide free (usually more basic) shopping carts, while others provide a shopping cart for an additional fee. Different shopping cart programs range greatly in usability, functionality and features, so choose wisely before creating your online store.

SQL: Structured Query Language. A database query and programming language used for accessing, updating, and managing data in a relational database system.

SSI: Server Side Includes. Often used by Web developers in order to facilitate in updating content on Websites. An SSI is a variable value that a web server can dynamically add to an otherwise static Web page. SSI-enabled Web pages will often be found with .shtml extensions.

SSL: Secure Sockets Layer. Allows encrypted, authenticated communications over the Web. SSL provides security in online commerce. URL's starting with "https://" indicate the utilization of SSL.

Static (Dedicated) IP Address: A unique and unchanging IP address. The opposite of dynamic IP addressing, in which a Website's IP address is different with each connection to the server. With dynamic IP addressing, several domains can use 1 IP address. With static IP addressing, your Website gets an unchanging IP address that is not shared with other sites and can be called up in place of your usual www.domain.com.

Subdomain: A subdomain is a division of a Website, a section set apart with a different sub-domain name. For example, subdomains of Website "domain.com" could be "support.domain.com," "clients.domain.com," etc.

Uptime: How often a Website is accessible to users on the Internet (often given in a percentage).

UNIX: The most commonly used operating system among Web servers. Unix is a text-based, multitasking operating system that is designed to be used by many people at the same time.

Virtual Private Servers: Shared hosting servers in which each hosting space is allotted its own amount of dedicated resources. A step above shared Web hosting but a step below dedicated Web hosting.

Virtual Web Hosting: Also known as shared Web hosting. Multiple sites hosted on a single server.

Web Statistics: Reports on visitors to your Website. Statistics range from basic (how many visitors), to advanced (referring URL, search phrase, etc.).

Windows Hosting: Hosting on a web server that uses Microsoft Windows server software as it's operating platform. Windows hosting plans are useful in the arena of dynamic content generation and database functionality. Windows is a graphic-based, multitasking operating system.



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