

# HAVE YOUR OWN WEBSITE IN 3 EASY STEPS

**It only takes 3 basic steps** for you to have your own website:

1. Obtain a Domain Name
2. Start a Web Hosting Plan
3. Have your website designed and developed

## What are those steps?

**Domain name** is the address or URL of your website (e.g. *www.mysite.com*)

**Web Hosting** is the online hosting of your website i.e. the files that your web browser needs to access in order to display your website

**Website development and design** can be executed by an individual experienced in CMS, coding, designing, etc...

You can deal with the first 2 steps on your own and outsource the 3rd or have all 3 taken care by your web designer. It's really cheap on these days to have your website fully functional and ready to be accessed by your visitors and potential customers.

Before you get in contact with a potential vendor, study this 3 page mini-manual so as to show that you have some relative knowledge of things and avoid any potential fraud or overcharge.

**Every professional or individual can use a website to boost his career or display various things such as:**

<i>If you are:</i>	<i>You can have:</i>
Business Owner	A website that displays your products, your information, contact details
Executive Manager / Career man	Your cv (resume), bio, information about you, your associations, your recommendations, etc
Journalist	Your online blog or mini e-newspaper, articles, etc.
Musician	Your tracks or demos of them online for streaming or downloading
Artist / Designer	Your art / designs / drawings on a virtual gallery for exhibition, feedback (comments), etc.
Photographer	An online portfolio of your work (photos)
Doctor / Lawyer / Freelancer	You can showcase samples of your work, papers, news, success stories, testimonials, etc.

## **Threats and Problems**

If you are unfamiliar with the internet and technology you may be deceived to pay a fortune for having your website built. All 3 steps should not cost you an arm and a leg in these days. It's really very cheap!

You may come to an agreement in financial terms with an outsourcer but still be scammed. You may get significantly less for what you have paid. You may get an awful design, old-fashioned graphics and style or unfriendly code for the search engines.

**It is very important to get the right decision for your website otherwise your money will be completely wasted!**

## **How to choose your website developer?**

The developer must be experienced in designing, developing and maintaining websites. He or she must be able to show you real samples of work. He / she must be able to deal with all aspects of your website needs (e.g. to be able to incorporate additional elements and modules such as forums, blogs, design issues, etc.). Knowledge of coding such as HTML, CSS, etc. is not always necessary but highly advisable, knowledge of multiple platforms and content management systems (**CMS**) is also a plus and very desirable.

## **What else do I need to know before I proceed?**

The whole process can take from a couple of days to several months depending on the size of the project. A small website (or mini-site) can be almost instantly built by the use of a CMS. The domain registration can take a few days (2-3 to be approved) although you can instantly start to use it right after the initial registration (and while the application is pending for approval). The web hosting is also instantly available once you sign up and pay of course.

There are two types of websites: Static and Dynamic. Static websites are the old-school classic ones. They have been developed using HTML coding or software like FrontPage or Dreamweaver. These sites are more difficult to be constantly updated because they have been designed to be build once and updated seldom. On the other hand, dynamic websites are focused more on regular updates and frequent posts like blogs. Dynamic websites can be easily updated, upgraded and redesigned on the fly. Dynamic websites are the new trend because the web is not static anymore (as in 1995 - 2000) and changes are rapid. The best way to deploy a dynamic website is through a CMS or Content Management System. A CMS is like pc software but with a big difference: instead of the software installed locally in a pc, it is installed and run on a webserver. CMS are very easy to be managed because they have regular users in mind instead of programmers. Once a CMS is installed and all parameters have been set, it can be managed via the website owner with no special IT skill or knowledge. Everyday people can add new contents (such as posts, articles, images, etc.) very

easily and super-fast (A CMS may often bear resemblances in the way it is operated with popular blogging platforms such as wordpress, blogger, etc.).

### Estimates of Costs

**Domain Name** and Web Hosting are recurring costs like renting. Typically a domain name will cost you 10\$ or less per year. You can get discounts if you purchase a domain for more years.

**Web Hosting** can greatly vary on your hosting needs. There are several plans depending on your web site traffic (bandwidth - inbound traffic caused by the data that your visitors exchange with the webserver) and the disk space your files occupy on the server. A great plan with almost unlimited bandwidth and files hosting can -typically- cost your around 50-100 \$ per year.

**Website Development** is a non-recurring cost although one can arrange some sort of site maintenance or additional support with the developer which will require extra recurring or non-recurring payments. This is not necessary and depends on the will and/or availability of the owner to devote some hours to perform those tasks by himself/herself. Website Development has the most variations in costs because of the size and complexity of the project (website). It also depends on the developer. You may find expensive developers or economical ones. Prices can vary from 100 bucks (or even less) up to several thousands. Definitely huge websites (such as Facebook, YouTube, etc) cost hundreds of times more than a simple micro-site (about me type of thing) or blog.

These are the most basic information you need to know before you proceed to have your website done. As in other kinds of business, there may be scammers that will bill you multiple times the "normal" cost, or leave you with an unfinished / unsatisfactory work; you have to be careful. Don't let those dangers though to discourage you from having your personal / professional website. There are many proper individuals or companies that can do great work and charge you absolutely reasonably. **Do your research first and then decide!**

*As someone experienced in Website Development (since the time websites had no images at all!), I can definitely help you start your own website from scratch, outrageously cheap. Together we can work this out, with me using the latest web techniques and methods and with your input and feedback in every step of the development in order to deliver a website that suits your individual needs and taste.*

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