

# How Do I Get My Business On the Internet?

So, you're interested in establishing a web presence for your business. Although, this great opportunity doesn't exactly seem easy, especially if you have minimal experience with web design. That's why JCTC is here to help. This simple and easy "how to" e-book will help take you through the process of getting your business up and running on the internet. We will take you through the basic steps needed to set up a website and how to get your message out to the consumer in fast and efficient manner. The steps that we take you through in the following proceedings will be steps that we have formulated as one of the easiest ways to get your business on the web. There are numerous ways, none of them are more correct than the other, however we felt from our own experience and recommend the use of HostMonster.com as our primary source of establishing and creating a website. However, this sequence of steps is geared towards those who have minimal to no knowledge of website design in a business sense.

Please understand that this is not the only way that a website can be established. There are many different ways and steps incorporated with creating a website. What we have tried to do here is educate someone who is not very web savvy and explain to them some of the main steps they need to take to create their own website. We hope that this information will give you the knowledge and courage to create your own website.

## **What hardware/software do I need? Do I need to have my own server to establish a web site?**

The answer to the first question is that it depends obviously on your needs and on the level of experience you have. Establishing a web site today is one of the easiest things to do because it does not require a lot of resources. In fact, the only hardware you do need is a single computer that has access to the internet. All the resources as far as hardware and software can be found on the web.

Addressing the second question, as stated above, you do not need your own server. In fact, if you are just looking to establish a web presence and don't have much experience with web design or management, we recommend you don't use your own server. Instead, there are many options available to you on the internet that will share server space and host your website. One of these examples that we do recommend is HostMonster.Com. This website offers the service of hosting websites at a very low cost. Along with its hosting abilities, HostMonster.Com offers a variety of software tools and options to better your website. HostMonster has a variety of tools from code editors to shopping carts to security options. HostMonster is very suitable for someone with little or no website experience. Its simple GUI icons and uploading of files onto the website or off of the website are easily manageable by those with little experience but at the same time elaborate enough for those with previous experience to create a quality website.

Security is actually one of the best things about using a host domain like HostMonster. Having your own server and setting it up is not only a tedious process at times, but can be very demanding of someone that does not have the necessary experience. When you own

and operate your own web server, you have to make sure that all of the software is up to date so that it can run effectively, but most importantly you have to make sure that it is secure. A website in the business world is of no use if its not properly secured. With identity theft becoming more and more of an issue in today's technological society having a server like HostMoster can relieve some of this unwanted stress and problems companies using their own server are forced to face. This is not only digitally secure, but physically secure. Using the services of HostMonster allows you to take away this burden. They share their servers with you for a small fee and also offer you some piece of mind. They manage the servers which your website will be on and also back up and guarantee the data that is passed through your website.

### **How do I establish a domain?**

This is your first step. Where would you like your site to be stored, and what are customers typing into the navigation bar in the top of their web browser? These are the questions you must ask yourself in an attempt to create a domain of your own. Establishing a domain is something that's very easy to do, and can be done in a few ways. The way we have deemed easiest and which we have touched on already is using the services of a host domain like HostMonster.Com. Registering an account with HostMonster.Com can provide you with a domain. They will help you establish a domain and an entity on line to which you can create your website. They offer searches for already registered domain names similar to yours and verify that yours can be used. This is going to be left up more to the individual/business because the domain needs to be marketed in a way that coincides with the target direction of the company.

As stated previously, there are numerous ways in which you can create or establish a domain. We feel the easiest way to do this is establishing an account with a host domain like HostMonster. However, if there's a certain name or domain that you are seeking, there are ways to see if it is already registered on the web with another website or even buy the rights to that name. With domain searches like register.com, you can type in a subject or desirable domain name and a list of every similar domain will come up. With this list you can see what is already established, what is yet to be established, and how much you can buy that particular domain for. Some domains already have a desired price set, and if there is no said price, you are allowed to make a bid. This, does not necessarily mean that it will be accepted, but it is a way to attain a certain domain name if you feel that it's that important.

### **Now that I've opened an account with a host domain and established my own domain, what do I do?**

Now that we have established a domain, we need to start creating the website. The first thing that should be done should be a storyboard. There should be a visual outline of how the website you desire and how it will be broken down on the physical level in terms of what content is going to correspond with what page. By this we mean it should be visual how pages will be linked together and how relationships between these pages will be established and how they interact with one another, everything should flow smoothly.

Most of this should be done using some central form of navigation that will be displayed on most pages if not all pages. The best rule to remember when designing a storyboard for your website is that people should be able to reach what they are looking for (basically anything in your site) within three clicks. They should not have to click on more than three separate links to get to anywhere on your site. This not only establishes good relationships between pages, but keeps navigation through your site concise and at a minimum, which will surely please the consumer. Remember, the web is full of people who do not have the patience nor the time to waste looking through one site for something, when there is most likely another place that they can go to. Beginners especially should not get hung up on the multimedia aspect of the web design but again is relative to the type of site your business is looking to create.

### **I now have my website laid out, how do I start creating it?**

This is where the site starts to be constructed. After you have figured out exactly how you would like your site structurally set up, you need to move forward and start thinking about how you want it visually set up. The easiest way to do this is using Cascading Style Sheets, also known as CSS. Basically CSS is what you use to create outlines of how your site will look. It's coding that describes to the web browser how different elements on your page will appear. You may want to think of it as a blueprint for your website. Using CSS you can outline the style of your website and how you would like everything to be displayed. The website and links off of the homepage should allow appear as they part of the same site in terms of layout and appearance. The easiest way to use CSS is to download CSS templates that are available to anyone online. There are numerous sites that allow you to download free CSS templates. We suggest you spend some time looking at different options and download the one most suitable to your needs. These websites can be found simply by typing CSS templates into a search engine like Google and corresponding links will provided for you. The ideology behind this, is you already can see what your site will somewhat look like, and you don't have to go through the hassle of trying to program the visual layout of the website yourself.

Once you have downloaded the free CSS template to which you desire, we now need to upload everything to your domain so that you can start creating the web pages for your website. In HostMonster this can be done using the files manager and uploading files. Instructions as to where to place these files will all be covered by HostMonster themselves. You will also want to upload any files, pictures, etc that you may use on your website to the server space that you have set up using your HostMonster account.

### **With everything uploaded, how do I get my information into the website?**

Now that we have everything uploaded, we now need to build the web pages for your website. This can be done in a number of ways using different programs such as Dreamweaver, however, HostMonster and other host domains do offer their own code editing software that is very user friendly.

First what needs to be done, is you need to create new HTML files for every page that you have outlined in your storyboard and name them accordingly. After creating these files you now need to incorporate the CSS that you have downloaded. This can be done in a few ways, the first of which by using an external link, and the second being internal CSS code. An external link is the easiest way to do this because it is merely a few lines of code that link your page to the CSS so that if you edit the CSS file it will update automatically on all the pages. The second way, which is internal coding of CSS, is more tedious. This involves putting all of the CSS code in every page of your website. This is not recommended unless you plan to have separate CSS styles for different pages. The code to link this external CSS can be found through the help menus in HostMonster, and also on a vast number of websites that offer resources on how to work with CSS.

Now that all of our pages look professional, we now need to put content in. This does involve some minimal coding, to which the code editors should be helpful on the host domains such as HostMonster. There are also an endless supply of resources and forums on the internet that help with coding in these types of circumstances which can often be solved by doing a simple Google search. For this type of coding, we recommend you take the time and learn some simple HTML so that you can type in all of the content you wish. The minimal amount of time that you spend will supplant the amount of money you pay for a web designer.

### **Am I done??**

We hope this step by step look through establishing a web presence on the internet has been helpful. Although there are many paths that one can take to achieve the same goal, we feel that this is one of the most easiest. We did not cover many small steps that one may take in between these steps, such as adding multimedia to a website, setting up emails, creating logos, etc. Our aim has been to instruct a person who is not web savvy on the simple steps that are incorporated in establishing a web site. Please also know that with the help of the tools available to you, that you can learn almost anything you need to know about web design. HostMonster and other host domain offer some great tools in helping people create a website, along with the vast number of websites out there who provide resources to these types of technological questions.

You are only limited by your efforts and imagination when it comes to web design. We hope that this step by step process has been helpful and beneficial.