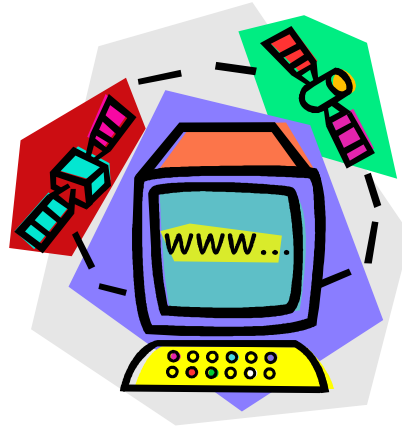




INTRODUCTION TO WEB PAGE DESIGN AND HOSTING

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INTRODUCTION

We will give you an overview of the following:

- Developing a web strategy
- Building your own website
- Selecting a Domain name
- Selecting a Web Host
- Web Page design.
- Web page Content.
- Production, Maintenance, and Follow up
- What does it cost?

DEVELOP YOUR WEB STRATEGY

These days, everyone wants websites. Well, maybe not everyone, but many people feel that they not only want but they also they need to have one. Quite often, though, people don't think through why they want a website - what they want it to accomplish, what it will do for them. In short, they don't develop a web strategy before uploading their new cyber-baby and unveiling it to the whole World Wide Web.

The result is all too frequently an unfocused jumble of a site. We've all been to websites that are hard to figure out. And we've all been to websites that are a model of clarity. The difference is usually in the planning. Crisp, well-designed websites where you can readily find the information you seek are usually the result of a carefully thought-out plan. If, as the saying goes, luck is the residue of hard work, an efficient, effective, and user-friendly website is the residue of thorough preparation.

YOUR SITE'S THEME - OR... WHAT'S THE POINT?

Who are you? What is your purpose? No, I'm not branching out into pop psychology; I'm posing a couple of questions that you need to be able to answer clearly to create a coherent and helpful Web site.

People aren't going to waste time stumbling around looking for what they want. You want people to be able to find the products or services they seek, the prices and order forms, the directions to your company, and ways to contact your business by phone and/or email.

Some readers may be asking as it is obvious what I want to do with my site. I want to sell stuff." Well, maybe? But sometimes a product Web site is most effective in generating sales in s as an indirect byproduct of the support, image, or even entertainment promoted at the product's site.

PRIORITIES

Once the purpose of a site has been boiled down to a shortlist, it short List necessary to define site priorities.

CONTENT

Many Web sites fail to achieve their full potential because too much emphasis is placed on the Web site's appearance. A good-looking Web site without meaningful content is as unlikely to succeed as a well-designed Web site with good content that nobody visits or a site that generates responses that are not added upon.

BUILDING YOUR WEBSITE

DOMAIN NAME

First, you will need to choose a domain name. A domain name is the web address where your site will be located. Users can enter this address in their web browser (like Internet Explorer or Netscape) to directly access your website. Unfortunately, you will find out that most common words and sentences are already in use, especially in the .com space, so you must be creative with your domain name. You must ensure that your domain name doesn't contain any trademarked phrases, or you could lose it to the company that holds such a trademark later on.

VARIOUS DOMAINS

There are many different domain names available for registration. If you need a domain name for a website with an international audience, one of the global oral domain names approved by ICANN will make a natural choice. Website sites targeting a country, top-level level dominated of that country is recommended. Some country-specific domain names are usable for international websites.

The most common international domain names are .com, .net, .org, .info and .biz. .com is the safest choice and can be used by almost all websites. .net was originally meant for network organizations, and .org was meant for non-profit organizations, but they can be used for all kinds of websites. .info and .biz are new domains for general information and business websites, respectively. They have not reached their full potential yet, and for now, the corresponding .com domain name is a safer choice for most websites (if available).

Some country-specific domain names that can be used by web sites with an international audience, are .ws (World Site), .tv (for tv channels) and .cc. Some of these domain names are more expensive and can have different pricing schemes and registration rules.

REGISTERING DOMAINS

If you are serious about your website, you need your domain name. Your domain name is the identity of your website, so make sure you are registering a good domain name. A good domain name is short, easy to remember, and describes the content of your website.

Price is not everything significant. Most domain Registration charges things between \$10 and \$35, and not able notable names can cost up to \$100, so there are considerable price differences. Don't waste your money. The minimum period for which a domain name can be registered is one year. You need to renew a domain name before it expires, or you may lose it to somebody.

You should know that the name, street address, e-mail address, and phone number that you use when registering a domain name will be publicly viewable by anybody that performs a so-called Whois lookup on this domain name. You should expect to receive spam at this email address.

If you are unhappy with your current domain registrar, you can transfer your domain to another registrar, but not all registrars make this process as easy as it should be. Some registrars are charging extra fees for transferring your domain away from them to make sure that you remain their customer. They may also demand a written confirmation with proof that you are the actual owner of the domain before they will do the transfer for you.

WHAT TO LOOK FOR IN A DOMAIN REGISTRAR

If the registrar is confident they are offering a good deal, they will not force you to keep your domain registrations with them. They will instead offer provided services, so you want to keep registering your domain with them. In other words, no extra fees and easy domain transfers are two good signs.

Domain registrars may also offer other services like URL forwarding, email forwarding, and subdomains. If you just want to forward the domain to an existing website on a free host, or use the domain for administrative purposes, check if these services are included with the registration price.

To make administration easy, you should have web-based access to a control panel where you can modify name servers, forward addresses, and more. More features in your control panel are better and make domain administration easier.

Once you register a domain name, you can modify its name servers. Those are addresses that associate this domain name with your web hosting account. Once you open a hosting account, you will need to modify those name servers to match the words that your new host will provide. Information about what name servers to use will usually be included in the welcome email you get when opening an account, or it will be displayed on the host's website. Once your hosting account is activated, and you modify the name servers, it will take around 24-48 hours for the changes to propagate across the Internet. Once this happens, your new website will be accessible using your domain name. You will usually be able to upload and access your website even before the name server changes are propagated by exploiting the control panel or just the IP address that your host will provide.

GETTING A WEB HOST

There are four main ways of hosting a website: shared hosting, dedicated hosting, co-location, and doing it yourself. The most fitting and cheapest way for 99% of new webmasters will be shared hosting. Here is the way it works:

1. You find the best web hosting plan that will fit your needs - that's the central point of the hosting plans database on this site.
2. You sign up (probably using a credit card) with that web host. You choose how often you will be charged (usually from monthly to yearly).
3. You get a confirmation email (or see the info displayed in your browser) with so-called name servers and other data that you may need (such as a temporary address where you can see your site and the web address of the control panel for your site).
4. You log in to the account you created when you registered your domain name, and you change your domain's name servers to those that you received in the previous step.
5. You upload all the HTML, graphics, and programming files created when you designed your site from your hard drive to your hosting account. This can be done either by using an FTP client such as the one built-in to your operating system (or, for example, [WS FTP](#)), by using your web page editor such as FrontPage, or by using the control panel of your site.

6. After your name servers' changes propagate across the Internet (usually up to 48 hours), you will be able to access your new website at your domain name.

Here are some points of note for new webmasters:

- Unless you make a tiny temporary site, you'll probably need your own paid domain name and paid-to-host.
- Do not get caught up with "unlimited" plans. Most plans with reasonable limits will probably offer enough space, transfer, and email address press to satisfy your need More prominent
- Bigger names in web hosting are usually more costly.
- Good customer support, high uptime, and many features cost real money.

SELECTING A HOST

Your first decision will be whether you need a paid or a free web host. With the price of plans offered by quality hosts falling to very affordable levels, only the most specific and less popular sites should consider being hosted by Geocities, Tripod, or other free hosts.

FEATURES OFFERED.

A few significant differences are the number of features offered by paid hosts (like more disk space, access to multiple programming languages, databases, SSL servers, anon FTP, regular backup, guaranteed uptime, access to server configuration files like access, and raw logs and statistics), the forced ads and pop-ups required by free web space providers, better financial stability of paid companies, and the availability of technical support. In short, if you expect to spend more than a couple of hours making your website, go with a paid service.

Once you have narrowed your web host choices to several firms, you'll need to take a more in-depth look at them before choosing which one you should go with. Click on the name of each host you consider to get a quick summary of their offerings. For example, check which hosts have bigger plans available, so you don't have to change hosts if your site grows to require more space or more transfer, and you can simply upgrade your project with your current host. If there are any reviews of the hosts, read them.

WEB HOSTING SUPPORT

Support is critical when something goes wrong, or you need help with something regarding your web hosting account. Good support is worth a few extra \$'s. Unfortunately, it is one of those things that are hard to find out about without experiencing it personally. Here are some features that can be used as indicators of the web hosting providers' support.

PAYMENT PERIODS

Most web hosting accounts are given in monthly prices. But sometimes the price is valid only if you pay for x months in advance. Common Standards are prepayments for 3, 6, or 12 months, and the monthly price drops when you pay for a longer, more extended. This gives the web hosting provider more stability and a good deal for the customer. But as everything moves so fast on the internet, it's not a safe bet for the customer. Your needs may change, the web host may grow worse, etc, etc.

SET UP FEES

Some web hosts charge a fee just for setting up your account. This ensures financial stability and makes people less likely to move after a short time. A setup fee of \$50 and a monthly charge of \$10 add up to an effective monthly price of \$60 after the first month and \$30 after two months. A bad deal if you move after one or two months, in other words.

WEB HOSTING SIZES

There are many ways to determine the size of a web hosting account. Some factors to count in are disk space, email accounts, allowed data transfer, and the number of domains you can host with the report.

DISK SPACE

Next, you should calculate how much disk space your site will need. The vast majority of sites that don't have tons of graphics, sound, and video clips or downloadable files easily fit in 50 MB of disk space. You should always leave some room for growth or check if the host has a bigger plan in case you need to upgrade.

The size of a typical web page is around 10 to 30 kb. And remember, most of the disk usage is graphics reused on several pages, so a moderately sized website might well be under 1 MB in total size. However, if you throw in extensive image galleries, big databases, scripts, email, and log files, the full size could easily be 200 MB or more. Luckily for the disk pigs, disk space is very cheap, and 200 MB or more is included with some sub \$10/month web hosting accounts.

Buying disk space over your allowance usually is not very economic. So if you think you will need loads of disk space, choose a package that includes ample disk space. If not, you have to find some other way to separate your web hosting candidates.

EMAIL ACCOUNTS

Web hosts offer anything from one to an unlimited number of email accounts. Even if only one person will operate the website, it is convenient to have separate email accounts for different purposes. You could have one account for general inquiries (general@yourdomain.info), one for more private mail (yourname@yourdomain.info), and one for business issues (business@yourdomain.info).

Also, check if the web host offers webmail mail with your account. If not, you will have to download the mail to your computer with POP3-compliant email program or access your mail via another webmail account. Some free webmail accounts offer POP3 access. It is also nice to get a catch-all address. Email sent to anything@yourdomain.info will be forwarded to your main account.

DATA TRANSFER

Data transfer is the amount of data transferred to and from your web hosting account. This includes file uploads, emails, and visits to your website. Typically, visits to your website will be the dominant factor.

Your following calculation should be how much data transfer you will need. You can estimate your needs by looking at your average page size (including graphics!) and multiplying it by the number of page views you expect to have in a month. For example, with an average page size of 50 KB and around 2000 page views per day, you will transfer an average of 3 GB per month. You should get a plan with a 4 to 5 GB of data transfer limit per month, so you don't have to worry about overstepping your account boundary limit, which may cause extra per GB transfer charges. If your calculations or your previous experience show that you can expect over 50 GB transfers safer per month, you should look into getting a dedicated server.

If your average page size is 20 kb, 50 000 page views will result in 1 GB of data transfer. And since they are typically downloaded to a user only once per session, your actual amount of data transfer will be lower.

Most websites use less than 1 GB per month, but popular websites might need 10 GB or more. Unlike disk space, data transfer is quite expensive. Extra data transfer is usually priced from \$3-\$10/GB, so if you need to purchase additional data transfer, consider upgrading your account or switching web host.

WEB HOSTING FLEXIBILITY

Your needs can change as your website(s) evolve, and your current web hosting account might not fulfill your new needs. You can buy extras to your existing account, upgrade to a more extensive package or find a web host more appropriate for your new website habits.

ACCOUNT EXTRAS

An option is to buy extra disk space or whatever you need. Common add-ons to a web hosting package are disk space, email addresses, data transfer subdomains, different domains, and (more) databases.

In general, the prices for extras are higher than the extra amount you have to pay for a little more expensive package that fulfills your needs. This is, of course, not always the case, so check with your (future) web host about your options.

ACCOUNT UPGRADES

A second option is to upgrade to a more expensive web hosting package. Most web hosting providers offer multiple hosting packages, from beginner to advanced packages for demanding webmasters.

Believe it or not, very often, it is the cheapest package that offers the best value for money. The difference between differently priced packages is very often limited to disc space, data transfer, and things like several email accounts and databases. Web hosting

UPLOADING YOUR SITE

You upload all the HTML, graphics, and programming files created when you designed your site from your hard drive to your hosting account. This can be done either by using an FTP client such as the one built-in to your operating system (or, for example, [WS FTP](#)), by using your web page editor such as FrontPage, or by using the control panel of your site.

DESIGNING YOUR WEBSITES

You will need to design your website. You have three main possibilities:

- You can do it yourself. There are computer programs such as Macromedia Dreamweaver or Microsoft FrontPage that you can use to edit web pages and immediately see how they will look to users. These programs have predefined templates where you can just type your text, and they will take care of making your website look good. They even have ready-made dynamic elements that let you create search boxes or forms for your site. However, if you don't have any previous web design experience or if you are not interested in spending time learning how to use these programs, we don't recommend this option.
- You can use a service offering turn-key site creation. Using them, you can quickly create a nice-looking personal or professional website where all you need to do is choose among layout and graphics options and enter the text, all done online. Then you can add dynamic elements such as shopping carts, message boards, polls, or photo albums using an easy-to-use interface. This is a good option if you want to get online as quickly and inexpensively as possible.

- You can use a professional web design firm. This option is more expensive, but it could be the right choice for businesses looking for maximum flexibility. With a web design firm, you can specify exactly what you want and get a site that looks original. Before choosing a firm, make sure that you like their previous work and that you get all the rights to the completed site.

Please note that although all three choices will let you create an excellent static website with a few simple dynamic elements, some businesses might need a more intricate Flash or Java front-end or database back-end for their site. There are free scripts that perform everyday tasks on the web, but more complex or custom tasks will have to be programmed either by you or by a firm you hire.

CONTENT & DESIGN

Many Web sites fail to achieve their full potential because too much emphasis is placed on the Web site's appearance or the technology used to create it. The formation, of course, is essential, but it's not the whole story. A good-looking Web site without meaningful content is as unlikely to succeed as a well-designed Web site with good content that nobody visits because the site is not promoted or a site that generates a response that is not acted upon.

There are eight steps involved in creating an effective Web site based on balance and program. Let's take a brief look at each of these steps.

PLANNING

Planning involves creating a community of information with your Web site visitors based on examining your marketing goals and reconciling them with your customer and prospect's needs. Planning consists in asking questions like:

- What do I want my Web site to do for me?
- What do I expect to accomplish?"

This often requires taking a new look at your business and business plan and identifying areas where the Web can augment your current business and lay the groundwork for a future business.

Planning also involves establishing realistic expectations for your Web site. Unless your business represents the exception rather than the rule, your Web site will probably start playing a supporting role in your firm's marketing-although there. There is the same indication that Web site marketing will only grow in importance in the coming years.

Planning involves research-spending time on the Web, checking out what others are doing on the Web, and becoming familiar with the terminology and technology of the Web. Most important, planning involves asking the right questions, questions like:

- Whom do you want to attract to your Web site?
- What types of information are these visitors likely to want?
- What action do you want your Web site visitors to take?
- What information do they need to make a decision that benefits your firm?

This often requires *listening* to your clients and customers and noting concerns and questions that come up over and over again.

Planning also involves determining an appropriate URL-or Web site address-for your firm. There's often more to choosing an effective URL than simply placing *HTTP://* /www in front of your firm's name and adding *.com* after it.

CONTENT

Content involves determining the categories of information you want to include on your Web site and how best to communicate this information-i.e., in text or in graphics. Your goal is to identify areas where your goals and the goals of your Web site visitors intersect. The key to developing meaningful content is to put yourself in your customer or client's shoes and ask yourself:

- If I were a prospect for my firm's products or services, what questions would I want to be answered?"

Developing meaningful content is based on answering two fundamental and closely-related questions:

- What information *do your prospects need* to know to buy from you?
- What information *do you know* that will convince prospects to purchase from you?

You probably already know more about your subject than you think you do. You know more about the trends in your field than your prospects do; success comes from establishing your credibility by providing your options with information and guidance. Success comes from overcoming the myopia of everyday knowledge and building your credibility by using your Web site to answer the questions you answer repeatedly in your daily sales encounters.

DESIGN

Design involves choosing a *look* for your Website's unique combination of colors, layout, and typography that will simultaneously make your message inviting and easy to read and project a memorable image that will set your firm apart from the competition.

In today's media-filled world, it's not enough that you provide meaningful content on your Web site; it's equally important that the content be presented as attractively as posts gave a choice between an easy-to-read Web site and a cluttered, slow-loading Web site, which do you think your visitors will spend more time visiting? Carefully consider and answer the following questions:

- How can I deliver the desired information in as accessible and convincing a form as possible?
- How can I structure the information, so it is as easy to locate as possible?
- How can I make my Web site respond as quickly as possible to my visitor's queries?

Successful design is often based on creating a *theme*--an emotional organizing concept that will strike a responsive chord in the Web site visitor's mind.

Design involves making color and typeface choices that appropriately reflect your business and set it apart from the competition. Innovation consists of a choose flexible layout enough to accommodate the particular blend of text and graphics you want to include on your site yet consistently sufficient to project a unified image in your customer's mind.

The designing also involves dividing the information found on your Web site into meaningful categories. Your goal is to make it as easy as possible for Web site visitors to access the desired information immediately. Often the easiest way to do this is to use software programs like presentation programs like Microsoft PowerPoint to create an organization chart that displays the structure of your, or your client's, Web site. Working visually will significantly speed up your work.

STEPS IN ORGANIZING INFORMATION

Day-to-day professional and social life rarely demands that we create detailed hierarchies of what we know and how those bits relate to e. Still, without a solid and logical organizational backbone, your Web site will not function well even if primary our actual content is accurate and well-written. The four basic steps in organizing your information are to divide it into logical units, establish a hierarchy of importance and generality, scale order to structure relationships among chunks, then analyze the functional and aesthetic success of your system.

CHUNKING INFORMATION

Most information on the World Wide Web consists of short reference documents that are read non-sequentially. This is particularly true of educational, corporate, government, and org website websites used to distribute information that might have been printed on paper a few years ago. Writers of technical documents discovered long before the Web was invented that users appreciate short "chunks" of information that can be scanned and located quickly. Short, uniformly-organized chunks of information particularly lend them to Web presentation because:

- Few Web users spend time reading long passages of text on-screen. Most users will save long documents to disk and print them rather than read extensive material online.

- Discrete chunks of information lend themselves to Web links. The user of a link usually expects to find a specific unit of related information, not a whole book's worth of data to filter through. But don't subdivide your information too much, or you will frustrate your readers. One to three (printed) pages of information seems right for a discrete chunk of data on the Web. A link that produces only a small paragraph of information would be silly in most situations
- A uniform format for organizing and presenting your information allows users to apply their experience with your site to future searches and explorations. It enables users to predict how an unfamiliar section of your Web site will be organized.
- Concise chunks of information are better suited to the computer screen, which provides only a limited view of long documents. Very long Web pages tend to be disorienting because they require the user to scroll long distances and to remember the organization of things that have been scrolled off-screen.

The concept of a chunk of information must be flexible and consistent with common sense, logical organization, and the convenience of the Web site user. Let the nature of the content suggest the best ways to subdivide and organize your information. There will be times when it makes sense to provide long documents in single Web pages as integrated units of information. Although chunks of data in online documents should usually be kept short, it makes little sense to divide up a long record arbitrarily. This is particularly true when you want users to be able to print or save the document in one step.

HIERARCHY

Any organization needs a hierarchy of importance if only to determine basic navigation structures for the user. Most "chunks" of information can and should rank in volume and be organized by the degree of the interrelationship among units. Once you have determined a logical set of priorities, you can build a hierarchy from the most important or most general concepts down to the most specific or optional topics. Hierarchical organizations are virtually a necessity on the Web because most home page-and-link schemes depend on hierarchies, moving from the most general overview of your site (your home page) down through submenus and content pages that become increasingly more specific.

RELATIONSHIPS

When confronted with a new and complex information system, users begin to build mental models and then use these models to assess relationships among topics and to make guesses about where to find things they haven't seen before. The success of your Web site as an organization of information will largely be determined by how well your existing organization system matches your user's expectations. A logical site organization allows users to make successful predictions about where to find things. Consistent grouping, ordering, labeling, and graphically arranging information allow users to extend their knowledge from pages they have visited pages they are unfamiliar with. If you mislead users with a structure that is not logical (or has no comprehensible form at all), users will be constantly frustrated by the difficulties of finding their way around.

FUNCTION

After creating your site, you should analyze its aesthetic and the practicality and efficiency of your organizational scheme. No matter what organizational structure you choose for your Web site, proper World Web site design essentially the importance of balancing T-Systems and the relationship of menu or "home" pages and individual content pages or other linked graphics and documents. The goal is to build a hierarchy of menus and pages that feels natural to the user and doesn't interfere with their use of the Web site or mislead them.

Websites tend to grow almost organically and often overwhelm what was originally a reasonable menu scheme. WWW sites with too shallow a link hierarchy depend on massive menu pages that, over time, devolve into confusing "laundry lists" of unrelated information listed in no particular order:

HOME PAGES

All Web sites are organized around a "home page" that acts as a point of entry into the complex of Web pages in your area. In hierarchical organizations, your home page sits at the top of the chart, and all pages on your Web site should contain a direct link to that home page. The World Wide Web URL for your home page is the Web "address" you will use to point users to your Web site, and the address of your home page could become every bit as important as your street address or department address in the years to come. The top of your home page will be the first thing Web users see when accessing your site (or your whole company, in the case of corporate Web sites), so the proper design of home pages is crucial to the success of your site. Design strategies for home pages based on the function and needs of typical users, the esthetic and design goals for the site, and the nature and complexity of the organization of the Web site as a whole.

GRAPHIC OR TEXT MENUS

The most basic layout decision you will make about your home page concerns how heavily you will use graphics on the page. Most corporate, institutional, and educational home pages display at least a small graphic banner across the top of the home page. In commercial sites, the trend is rapidly moving toward menus constructed from complex, full-page graphics that emulate the look and functions of CD-ROM multimedia title pages. At the same time, strong pictures grabbing browsers attend extensive graphic menus and impose long loading times for runners, especially for users linking to the Internet via modems or slower network connections. Even if the user is accessing your Web site at Ethernet speeds (10 Mbits/sec), graphic menus may still load ten times slower than text-based lists of links.

WHO IS THE AUDIENCE FOR THE HOME PAGE?

This dichotomy between slow-loading but attractive graphics-based home pages and fast-loading but prosaic text-based home pages reflects the need to address different audiences with different expectations. The goals for most Web sites are the transmission of internal information (to students, employees, and existing clients communication with potential clients, and the general Web-browsing public. Kodak has operated for graphic home page design, but the layout is carefully designed not to exceed the dimensions of the average office monitor. By keeping the graphic moderate in size, the page loads reasonably quickly for a visual menu.

INVOLVEMENT

There are three aspects of involvement. The first is navigation. Navigation involves developing ways for Web site visitors to move from topic to topic. Your goal is to make it as easy as possible for visitors to your Web site to locate desired information quickly. The Internet is a nonlinear form of communication. Few visitors to your Web site will start on page one and read every page of your Web site. Instead, visitors will want to prioritize their visit and go directly to the pages containing the information they desire.

The second aspect of involvement is based on beginning a process that culminates in a relationship between you and your Web site visitor-a relationship that, ideally, itself culminates in making a sale. Involvement can be as simple as asking Web site visitors to register to capture their names and addresses for later follow-up. Or, you can go as far along the sales process as you desire, often helping your Web site visitors prequalify and presell themselves before you even speak to them.

Registration and feedback are yet other ways of encouraging visitor involvement.

- Feed ballots to find out what visitors think about your Web site and Identify other topics they would like you to include.
- Registration lets you capture your visitor's e-mail addresses to build a relationship with them, keeping them informed about special promotions and upcoming events.

E-mail should be considered an essential part of your Internet experience. It is vital that you adopt e-mail as a prima communication tool. Websites should contain an e-mail link to you.

PRODUCTION

Production involves technology: choosing the best way to create your Web site and post it on the Internet. Production involves making appropriate hardware and software choices. The presentation involves mastering as much technology as you need to achieve your content and design goals- -or knowing when to delegate production to others and locating appropriate assistance. Production issues include:

- What's the easiest and most efficient way for me to get online?
- Which software should I choose?
- How do I choose the right Internet Service Provider?
- Who .should do the work of creating my Web site?
- How do I overcome the technological limitations of the Web?

The production also involves testing all links to your Web site to make sure that all pages are correctly connected and keeping all links to external Web sites up to date.

FOLLOW-UP

Follow-up involves harvesting the fruits of your labor. It also involves integrating your Web site into your firm's day-to-day operations. It's not enough to generate leads from the Web; you have to do something with them! Follow-up involves management issues of delegation and responsibility as well as-possibly-adopting new technology (i.e., e-mail). For example:

- Who is going to read and respond to the e-mail?
- Who will create and maintain a database of Web site prospects?
- Who is going to fulfill requests for information?
- Who is going to answer questions and respond to comments from Web visitors?

Time has to be appropriated for these functions, which will inevitably increase in volume as your Web site becomes increasingly successful. Although, in the beginning, the same individual (possibly you!) will both create and maintain your Web site and follow up on the leads it generates, later on, you probably will want to separate Web maintenance (described below) from prospect follow-up.

PROMOTION

Websites that no one visits are failures, no matter how meaningful their content or how well-designed they are. It's vitally important that you do everything possible to make your Web site as visible as possible through both conventional and electronic means. It's essential that you establish a promotional plan involving three distinct phases:

- First, you must make sure your Web site address is as visible as possible. Every advertisement, brochure, business card, instruction book, letterhead, proposal, and newsletter should contain your Web site address.
- Second, first-time visitors should find your Web site as quickly as possible by making it possible for search engines to list your Web site address in the appropriate categories. This involves both notifying search engines of your Web site's existence as well as including in your Web pages the keywords that independent search engines rely on to locate Web sites.
- Third, you'll want to investigate co-marketing relationships with other Web sites so that you can link your Web site to theirs.

One aspect of co-marketing involves identifying complementary, but not competitive, Web sites and cross-linking your Web site to theirs; that is, they list your Web site as a recommended link, and you recommend their Web site as a valuable resource. The more meaningful the content you provide on your site, the easier you will probably find it to cross-link your site with others.

MAINTENANCE

No Web site should ever be considered complete. Keep your Web site fresh. It should be in a state of constant improvement. On the most practical level, you'll want to constantly review and refine your Web site from the spelling and links point of view. Inevitably, typographical errors appear on even the best Web sites, and these should be fixed as soon as possible. Links to other sites, too, must be constantly checked because others continually refine their Web sites.

There are other aspects of maintenance, for example:

- Adding new information to attract repeat visitors, you should add further information at regular intervals.
- Deleting (or archiving) out-of-date information. (*Archiving* involves reducing the visibility of older information so that new information will be more prominent.)
- Improving navigation based on comments from Web site visitors so that your most popular features are as easy to locate as possible.

Maintenance also involves speeding up your Web site by improving the mastery of your software so that graphics, for example, will download faster.

Web Site fee schedule

Design or set up information	Description of services	Aprox Cost of services Industry average prices
Domain Name Registration	Registering your Domain Name	\$10 - \$100 per year
Web Hosting	Host your domain name and the web server. The cost will vary by the Amount of Disk space, email accounts, and data transfer.	\$9.95 - \$59.95 Per Month
Set up fee	One-time set-up fee to register your domain name to your server location.	\$20 - \$50
Web site design	Development of site, logo, navigational and five web pages	\$750 - \$1,000
	Additional pages	\$50 - \$90 each
	Web forms	\$80 - \$195
	Online promotion	\$50 - \$200
	Custom Graphic design	\$75 per hour
	Scanning images	\$15 per scan
	Main Navigational changes	\$150
	Touch-up or reformatting photos	\$75 per hour
	Hourly rate for website design	\$75 - \$125 per hour
	** web site prices above are based on all content supplied by	

	you and edited by you before submission for the web page. Photos and text content shall be provided in an electronic format. Any editing, scanning, or processing will cost extra. ***	
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As you can see, the main cost is the web design cost, and you still have to supply all of the content. Most of the time, there is someone in your cooperative or at a local college that can provide this service at a substantially reduced rate. Or you could just take a class at your local college. There are software programs out that you could do yourself without much effort.