Preparing For Your Website

What are we talking about?

- How to pick a domain name.

- Types of website hosting

What is a domain?

- A domain is a unique and searchable place on the web where people can find your website.

- The domain is the "plot of land" upon which your website sits.

- A domain *isn't* a website-it is where the website is hosted.

What is a domain?

- Technically a domain is a series of letters and numbers which points to a unique address occupied by your website

Types of domains

- There are numerous types of domains

  - .com

  - .biz

  - .org

  - .me

  - .us

  - In all, there are more than 1,500 of these domains in existence

Types of domains

- Some domain types have restrictions the types of entities that can use them

- .us can only be used by residents, citizens, or businesses based in the US.

How to pick a domain name

- Is your business based on YOU (is your name available?)

- What is your core offer or service?

- Who is your core customer and what would they search for?

- Does a potential name make sense?

- What do other people in your market use?

Domain name cost

- Domains vary in cost greatly

- They range from a few dollars to multiple millions

- Companies like godaddy (which I use) can facilitate purchasing and registering your domain.

- remember, you will pay annually for your domain name.

Practical steps

- Type in www._____.com to see what comes up

- Google "domain name finder" and use one of the free domain search tools that populate in the search results

- Go to a domain host (like godaddy) to do a search for available domain names.

Which should you use?

- There is no one right answer-but here are a few tips

- It needs to make sense to your customer

- It needs to represent your services accurately

- If you can afford it, get the .com domain as that is still the default domain.

Domain hosting

- There are MANY different domain hosts

  - Godaddy

  - Blue Host

  - Liquid Web

  - Host gator

What is web hosting

- If you want a website you need to rent space on a server to host the data that is your website.

- You are renting "land" for your website

- The domain is the land, and you get it by rending the land from the owner.

Hosting is like renting

- Someone else owns the space where it exists

- Someone else is responsible for keeping the space clean and running

- If you need something updated or fixed you go to the host

Hosting or Buying

- Almost everyone on the internet hosts without buying their own space

- It is cheaper

- It is safer

- Easier to fix when something goes wrong

- Hosting companies have resources you will never have

Types of hosting

- There are four basic types of hosting

  - Shared hosting

  - VPS hosting

  - Dedicated hosting

  - Cloud hosting

Shared

- This is the cheapest hosting

- Think of it like an apartment building

- Numerous people all over the world share one server

- This means that:

  - There are website traffic limits

  - The performance of your website can be impacted by other sites

VPS

- Stands for virtual private server

- This is similar a duplex.

- A physical server is partitioned into individual virtual servers

- There is better quality hosting with more flexibility

- Higher traffic availability

- Allows for additional customization for your specific needs

Dedicated

- You are the only one who inhabits a server

- This is like renting a house

- No sharing

- More customization

- Most expensive

- Most traffic

- No limitations from other people

Cloud hosting

- Everything is hosted virtually, nothing directly tied to physical servers

- Has more flexibility than shared hosting

- Works well if you have fluctuating traffic spikes

Which is best for you?

- Very few people need dedicated hosting

- Get shared hosting to start and move as you get more visitors to your site

- Your hosting company will usually notify you if your traffic is going above your hosting plan

There is no one right answer

- There is no one perfect domain name

- There is no one perfect hosting service or company.

- Pick something and move forward