

# Information Paper - Web Sites

The following are some idea's when you are considering your own a web site.

## Domain Name

Every business web site has a Domain Name. (*www.yourcompany.com.au*) or (*www.yourcompany.net*)  
A domain name is registered through an official Registrar and normally costs between \$50 to \$100 for 2 years. It is a good idea to get your Domain Name registered straight away, even while your web site is under construction.

## Hosting your site.

Once you have a Domain Name your web site needs to be placed/hosted somewhere.  
A Host Provider is a company set up to do this for a fee. Costs vary greatly. Be wary of cheap offers. Service and support can out way price. \$140 to \$180 per year is normal for a good quality service. Using an Australian Host Provider offers many advantages too.

## Designing your site.

There are many considerations in the design and construction of a web site.

You can do it yourself or have a professional do it for you.

Think of it as your store front (First impressions are important).

- a. What do you want your web site to accomplish?
- b. What message do you want to convey to prospective clients?
- c. How will customers contact you through your web site?
- d. If you have company colours, use them.
- e. Would you like to use photos?
- f. Consider all the services and products you offer and put them in your web site.
- g. Think of other companies that would enhance your business and link to them through your web site.
- h. How many pages?

## Maintaining your site.

A web site should be checked from time to time to make sure everything is as it should be.  
Such as broken links, missing text or photo's and any hacking or piggy backing etc.

## Promoting your site.

It's no use having a web site if no one can find it.

Web sites should be submitted to Search Engines like Google and MSN and submitting to local business directories will get your name out there. Your name, (*www.yourcompany.com.au*) should be on **all** your stationary and advertising. Business cards are a must.

## Time frame

It can take three to seven days to design and build a web site and from two to about four weeks for your completed web site to appear in search engines like Google, MSN and Yahoo etc.