

# **WEBSITES**

Having a website of your own equals entering into an invaluable communication environment. It doesn't matter if you have a personal or a business website, a website of your own can define your online profile in a way a social network presence can never do. Additionally, a website can shape its appearance to exactly suit your taste and needs.

## **Why a personal website?**

With the rise of social networks, a personal website is no longer the only place online where you can express yourself. However, having a personal website still offers significant benefits.

With a website of your own, you will have the freedom to express yourself in a manner not possible with any social network. You will also have the ability to establish a community around your ideas that remains in place, instead of the fleeting attention social network posts create.

And if you want to create an online portfolio or a resume, there is no better approach than a personal website.

## **Why a business website?**

Your business has just been established and needs publicity?

The creation of a business website will allow you to present your product in its best light.

A basic business website helps to establish a web presence and will allow you to promote and advertise the products and/or services offered by your business at a relatively low overhead cost. A professionally built website will provide a more robust round-the-clock online shop promoting and selling your products and/or services.

Thanks to your business website, you will have a broader reach to attract clients as well as find business partners and markets for your goods.

**[Tech Assist in conjunction with Web Presence Designs can provide basic website design and implementation to help you establish an online presence.](#)**

## **BUILDING A WEBSITE:**

### **Domain Name:**

Networks and Computers use IP addresses, which are a series of number, to establish and maintain connections across the Internet. As it is difficult for humans to remember the number strings of an IP address, domain names were developed to easily identify entities on the Internet by equating a specific IP address to a specific domain name. A domain name can be any combination of letters and numbers, and it can be used in combination of the various domain name extensions, such as .com, .net, .org, .edu and more.

A domain name must be registered before it can be used on the Internet. Every domain name is unique, no two websites can have the same domain name. So, before a website can become accessible on the Internet, to owner of the website must obtain and register the domain name for the website as well as email addresses.

### **Website Design:**

The website design is often the most difficult aspect of creating a website as the design needs to capture the essence of what you want your website to be. The homepage design is especially critical as this page defines the look and style of the entire website. Typically, once the homepage design is completed, the remainder of the website falls into place fairly quickly.

To help accelerate the design phase and reduce the design costs, there are thousands of “free” website templates available on the Internet to help determine the appearance of your website, most can be downloaded and modified to fit your needs (within the limits of the design).

### **Website Implementation:**

The website implementation is primarily dependent on the number of webpages, the complexity of the information to be put into the webpages, and any unique or special requests to be added.

To simplify the build, the homepage is typically used to create a webpage template for the remainder of the website. This helps to maintain consistency throughout the website and simplify the creation of new webpages. The majority of the website can be displayed and tested on the development computer, which also helps to simplify the implementation phase.

### **Web Hosting Service:**

Web hosting is a service that allows organizations and/or individuals to post a website onto the Internet. A web host, or web hosting service provider, is a business that provides the technologies and services needed for the website to be viewed in the Internet. Websites are hosted, or stored, on special computers called web host servers.

When Internet users want to view a website, all they need to do is type the website address or domain name information into their browser. Their computer will then connect to the web host server and the webpages will be delivered across the Internet through the browser.

Most web hosting companies require that you a domain name in order to host a website. Most web hosting companies can assist with the purchase of a domain name if required.

**[Tech Assist](#) has set up several web hosting service plans for less than \$1.00 per month as well as a web hosting service including a new domain name for less than \$2.00 per month.**