WEB DEVELOPMENT

Terms and Conditions

Table Of Contents

Foreword

There are several in-depth elements that should be considered when venturing into starting a website. During this process there is a need to make several decisions that will eventually affect the designing and structure of the website. Get all the info you need here.

Web Development Secrets

Chapter 1:

Website Basics

Synopsis

Some of the elements that should be included in the consideration process would be website design and development, domain name registration, web hosting, promotion and marketing and web maintenance or web master services.

The Basics

The website design and development would include the actual step of deciding the objectives behind the need to set up such a platform.

These essential factors will eventually contribute and influence the type of web hosting chosen. The different types of website style may include informational ones or e-commerce ones.

An informational website is very much like an online business brochure and the objective of the site is to offer as much information as possible about the business endeavor featured.

An e-commerce website would be one where the actual selling and buying of products will be conducted. Accompanied by the relevant information this platform allows the visitor to actually view the items and conclude a sale all at one place.

Website designers should be made to understand the requirements and basis of the business entity, as the pages created to be featured will depict such information to the viewing target audience.

Ensuring the design includes the relevant amount and usage of key words is important to ensure the desired traffic is effectively directed to the site

Domain name registration is an internet address used by the website to direct interested parties to the site with as little hassle as possible. Although in actuality the domain name is rented rather than owned,

there are privileges enjoyed through the services of competitive World Wide Web availability.

The cost factor is also another important element to consider when embarking on the website designing and creating exercise. This often has a direct bearing on the eventual website that is ready to be featured.

Chapter 2:

Using Word Press

Synopsis

This powerful management system tool is not only easily available; it is also considerably cost effective and inexpensive to create. Contributing to the very professional and functional website it makes the small business owner look very impressive indeed.

WP

Cost – being cost effective really means the only cost to be incurred would be when the hosting part is needed. The software is actually free and easy to download and implement.

There is also the advantage of being able to add on any content separate from the original content designed at the launch of the site. This can be done even by those individual who are less internet savvy thus making it a very attractive option to choose from.

Themes – there are quite a number of themes available to chose from and basically templates that accommodate these changes are also in place to given the individual an idea of the look and feel of the eventual material to be designed.

Manipulating and customizing the contents with the themes' assistance is also free and easy to do and can be done as often as the individual deems fit.

Plugins – plugins are usually used to enhance the word press contributions to ensure optimum functionality. There are plugins that help in the areas such as site security, fight spam, design contact forms, add e-commerce functions and engine optimization.

All this can be done with these plugins which are generally free. The search engine optimization also uses the word press tool to create or enhance the websites hosting exercise.

Although there is no official technical support for addressing any problems that may come up through the course of implementing and using the word press system there is no need to look at this as a negative element.

This is because there are many forums and other helpful sources that can address any problems the word press use may unfold.

Chapter 3:

Using CMS

Synopsis

CMS or otherwise known as content management system is being widely used today in the business world for its obvious contributions in being able to provide the supporting systems that would enable the smooth running of any business endeavor without too much need for the hands on approach all the time.

CMS

The main reasons for the popularity of the content management system, lies in its attributes towards cost savings, time savings and its ability to maintain web visibility.

These of course are very important and beneficial to any business especially if the initial start up is not being done is a big and splashy way.

When it comes to the issue of cost savings the content management system assists is providing the expertise similar to that of a web developer.

Taking on the tasks the CMS will be there to provide and facilitate the furnishing of the site to the individual or those involved in the business creating platform without having to resort to hiring a web developer to do the job, thereby effectively eliminating the costly fees that are usually incurred or associated with web development.

The CMS helps to cover issues such as inserting, editing and deleting content.

As for the time saving factor, this is evident when tasks such as changes like editing are required. This is done easily and without too much time consuming discussions on how to go about such an action, leaving those involved, the space to make the necessary

changes without having to redesign the web or its general structure.

Due to the simplicity of the function, there is also the benefit of being able to concentrate on other aspects such as providing the security for all computerized application and activities for the site.

In terms of visibility the CMS also provides the assistance to ensure the web page has the relevant content that is going to keep it featured on the first page of any search done. This high visibility will then easily facilitate better traffic to the site thus converting this interest into possible revenue potential.

Chapter 4:

Synopsis

For many business owners the exchange of information is a very important factor and when this information is share on line the relevant systems must be in place to adequately cater or facilitate such actions.

Often difficulties are faced because the material intending to be sent is too big and content rich for come systems to handle. This is where the FTP tool comes in handy. Using the FTP hosting system the individual is able to send documents and files no matter how bug they are without any problems at all.

FTP

The FTP provider does not limit the size of the material being sent thus uploads and downloads can be done without any hitch in the system at all.

This is especially useful for the sending of financial reports, supplier reports and any other lengthy or huge content files. The accessing of such files is also made easy through the FTP provider.

The issue of reliability is often a point of contention and frustration when large files are being sent or received, but with the FTP provider in place such problems do not arise.

In almost all cases the FTP is able to provide comparably complete server uptime thus quality services can be expected as a norm. This also then touches on the issue of accessibility, which is conveniently provided for with the simple internet connection availability.

This eliminates the need to save material on flash drives and external drives that are often exposed to the possibility of being compromised or damaged.

The FTP site also provides adequate support systems whenever a problem is encountered and assistance is needed. The technical and customer support is up and running around the clock thus making it available and accessible always.

Since it is part of the service included in the cost of using the FTP one should not hesitate to call on such services should the need present itself.

Chapter 5:

Using Widgets

Synopsis

Widgets are a very useful and innovative tool to have, when there is a need to incorporate a number of functions into the website or blog for the enhancement for the business experience. These small pieces of code can be integrated into the site or blog according to the needs of the host and it functions as a program that provides and performs designated tasks.

Widgets

There is quite a huge variety of widgets available for use and all these are designed to perform various different complimenting tasks for the website. Besides its diversity, there is also the added advantage of this tool being very easy to use.

The action of copying and posting according to the functions of each widget code used, will effectively contribute to the task needed to be carried out.

The widgets can be used to track visitors' movements, syndicated RSS feeds, function for fun purposes, used to display ads and a number of other beneficial tasks.

These widgets are used mainly to create the user friendly access to the website and to ensure the visitor is treated to an experience that leaves little room for dissatisfaction.

In doing so, it is hoped that these visits will be converted in to possible revenue earning commitments due to the assistance provided for by the widgets.

Being able to create brand awareness and direct sales through affiliate marketing strategies is also another added advantage of using the widget tools for support.

On a less business like tone and requirements the widget can also double as a fun tool that provides information on other diverse subjects such as weather information, new headlines, generating

engaging content for used to peruse, social bookmarking for purposes of promoting one's site and may other features that can be quite exciting and attention retaining.

Chapter 6:

Using Plugins

Synopsis

The website that is able to optimize its content, will easily be able to be well featured and placed top on the search engine rankings and this is an important point for every business website to try and achieve. With the use of the various internet based tools available such a feat is neither difficult nor impossible to achieve and using plugins is just another add on that will further enhance the positiveness of a site.

Plugins

Although some plugins do cost money they are more often than not well worth the fee incurred, as the assistance provided by the said plugins will only serve to further enhance and improve the site's ability to provide the viewers with all the necessary information and elements sought.

The convenience of updating services that some plugins provide is also something that is very beneficial to keeping website fresh and relevant at all times.

Being able to customize the Meta information for every page on the site, nullifies the need to have default descriptions in place. This enables the search engines to have the option of detecting specific descriptions on the website featured for ranking purposes.

There are also other plugins that provide adequately for the access to site maps, contact forms, and spam killers. All these are useful add ons, that eliminate the need to constantly physically monitor the website thus leaving the individual free to concentrate on other revenue earning possibilities.

Some plugins provide the user with very vital and useful information which can help the individual make changes where necessary to correct any obvious short comings to a website. These may include

information on the number of visits to the website, the frequency of these visits, the individual pages viewed, the time spent on the viewing process, the way the visitor was directed to the site and many other informative bits of relevant information that will eventually help the webhost understand the thought process and interest of the viewing public.

Chapter 7:

Outsourcing To A Web Designer

Synopsis

If budgeting is not a dominant feature in the equation of starting up a business entity or if there are adequate funds allocated for this purpose, than opting to engage the services of a web designer can be quite a wise decision to make.

A Designer

Below are some justifying reasons why a business owner should consider outsourcing a web designer:

- In choosing the right web designer, the webhost will be able to enjoy the products a well designed site brings to the business platform. The web designer will ideally take into consideration the needs, wants and preference of the intended customer base and target audience the site intends to attract.

- Web designers also have a keener sense of knowledge on the keywords that potential customers will be likely to use when initiating a search. This is one of the factors that can only be developed through expertise and experience, thus giving the host an edge over other sites posted.

- A web designer will also be able to identify other competitors and work around the competitor content to provide the host with better quality content that can easily rival that of the competition. This will allow the site to stay competitive and relevant.

- Knowing the current internet strategies and how they work best for the site, if chosen is also something the website designers are well equipped to decide. Elements such as what content will

add to the optimization of the traffic enhancement exercise, attention grabbing content and any other positive contribution will easily be recommended by the web designer.

- All these points add to the justification of acquiring the use of an experienced web designer therefore encouraging the hiring process.

Wrapping Up

Although not really necessary, it is however better to engage the expertise of one who is experienced enough to be able to design the website, to create optimum benefits for the site.