WRAPPING IT ALL UP

DOMAIN NAMES

DOMAIN NAMES SERVE AS A MORE MEMORABLE REFERENCE TO INTERNET RESOURCES

DOMAIN NAMES ARE USED TO IDENTIFY INTERNET PROTOCOL (IP) ADDRESSES

AN IP ADDRESS IS AN IDENTIFIER FOR A NODE—A COMPUTER OR DEVICE ON A NETWORK

DOMAIN NAMES - TLD

EVERY DOMAIN NAME HAS A SUFFIX THAT INDICATES WHICH TOP LEVEL DOMAIN (TLD) IT BELONGS TO

TOP-LEVEL DOMAINS TODAY ARE GROUPED AS FOLLOWS:

GENERIC TOP-LEVEL DOMAINS

COUNTRY-CODE TOP-LEVEL DOMAINS, E.G. (.US)

INFRASTRUCTURE TOP-LEVEL DOMAIN (.ARPA)

SPONSORED TOP-LEVEL DOMAIN, E.G. (.AERO)

DOMAIN NAMES - TLD

TOP-LEVEL DOMAINS TODAY ARE GROUPED AS FOLLOWS:

GOV   GOVERNMENT AGENCIES
EDU   EDUCATIONAL INSTITUTIONS
ORG   NONPROFIT ORGANIZATIONS
MIL   MILITARY
COM COMMERCIAL BUSINESS
NET   NETWORK ORGANIZATIONS

SOME OF THESE, SUCH AS .COM AND .NET, ARE NO LONGER RESTRICTED TO THEIR ORIGINAL INTENDED USAGE

DOMAIN NAMES - SELECTION

WHEN YOU REGISTER A DOMAIN NAME, YOU ARE NOT ITS OWNER, RATHER YOU HAVE THE EXCLUSIVE RIGHT TO USE IT

SOME FACTORS TO CONSIDER WHEN SELECTING A DOMAIN NAME:

RELEVANCE TO SITE
COMMUNICABILITY
AVAILABILITY
HERE IS A LIST OF ALL DOMAIN NAME REGISTRARS: WWW.INTERNIC.NET/ALPHA.HTML

WEB HOSTING

A WEB HOSTING SERVICE ALLOWS INDIVIDUALS AND ORGANIZATIONS TO MAKE THEIR WEBSITE ACCESSIBLE TO OTHERS

THE HOST USUALLY PROVIDES STORAGE SPACE ON A SERVER AS WELL AS INTERNET CONNECTIVITY

THEORETICALLY, ANY COMPUTER CAN SERVE AS A WEB HOST, BUT IT NEEDS TO ALWAYS BE ON AND IMPLEMENT MEASURES FOR SECURITY AND STABILITY

WEB HOSTING - SELECTION

WEB HOSTING COSTS ANYWHERE FROM $5 PER YEAR TO $40 PER MONTH, DEPENDING ON A VARIETY OF FACTORS

DISK SPACE (MORE IS BETTER, BUT YOU OFTEN DON'T NEED MORE THAN A FEW GB)

BANDWIDTH (DATA TRANSFER)

UP TIME (RELIABILITY)

OVERAGE: WOULD YOU RATHER BE CHARGED EXTRA OR HAVE A HARD CAP IF YOU REACH YOUR DATA LIMITS?

WEB HOSTING - EXTRAS

DATABASES (FOR CMS, BLOG, ETC.)

MAILBOXES (IF YOU WANT AN EMAIL ADDRESS WITH YOUR DOMAIN)

CUSTOMER SUPPORT (EMAIL ONLY OR PHONE ALSO?)

SEO - SEARCH ENGINE OPTIMIZATION

SEARCH ENGINE OPTIMIZATION IS THE PROCESS OF MAKING YOUR SITE EASY FOR OTHERS TO LOCATE

THE MORE THOUGHTFULLY AND SELECTIVELY YOU ADD KEYWORDS TO YOUR PAGES, THE BETTER YOUR SEARCH RANKINGS

THERE ARE SEVERAL FACTORS THAT HELP YOUR WEBSITE TO RISE IN SEARCH RESULTS

SEO - ON-PAGE

ON-PAGE TECHNIQUES ARE THE METHODS YOU CAN USE TO IMPROVE SEARCH RESULTS FOR YOUR SITE

THIS INVOLVES IDENTIFYING AND IMPLEMENTING KEYWORDS IN SEVEN PARTICULAR PLACES IN YOUR PAGE:

PAGE TITLE
URL
HEADINGS
TEXT
LINK TEXT
IMAGE ALT TEXT
PAGE DESCRIPTIONS

SEO - OFF-PAGE

SEARCH ENGINES ALSO LOOK AT THE NUMBER OF OTHER SITES THAT LINK TO YOURS TO DETERMINE SEARCH RANKING

THIS IS ESPECIALLY SO WHEN THE CONTENT OF A REFERRING SITE IS SIMILAR TO YOURS

IT'S IDEAL WHEN THE WORDS THAT APPEAR IN LINKS TO YOUR SITE ALSO APPEAR IN THE TEXT OF THE PAGE THAT THE SITE LINKS TO

FINALLY, AS MORE PEOPLE VISIT YOUR SITE, THE SEARCH RANKING WILL ALSO IMPROVE

ANALYTICS

ONCE PEOPLE START VISITING YOUR SITE, IT'S HELPFUL TO KNOW!

ANALYTICS TOOLS ALLOW YOU TO OBSERVE DATA ABOUT THE TRAFFIC YOUR SITE RECEIVES

THIS CAN INCLUDE THE FOLLOWING INFORMATION:

NUMBER OF VISITS
GEOGRAPHIC LOCATION OF VISITORS
TIME SPENT ON PAGES
REFERRING WEB PAGE
BROWSER INFORMATION
REAL-TIME ACTIVITY