

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

AN EXCITING NEW CAREER IN

THE
INTERNET!

