***Taking a website live manual***

1. **Meta tags-each page**

Notes:

-Google’s Webmaster guidelines & Resources

-Google and many other search search engines have stopped using keywords due to abuse

**<meta name=”description” content=” ipsum loren…” >**

1. **Domain name**

Notes:

-InterNIC([www.internic.net](http://www.internic.net)) } Trusted info regarding domain names

- https://gtldresults.icann.org (to view application status list of domain name application, they also coordinate the DNSs.)

1. **Hosting (Server)**

Notes:

-some for a fee and some for free but in exchange for free advertising on your site

-host on ISP’s infrastructure

-set up & maintain own web server

1. **Publishing (transferring of files to web server)**

Notes:

- FTP most common way. FTP client (software to upload files) ex: FileZilla [if we’re using a paid web hosting service, username and pass for FTP is from the hosting company]

1. **Website is live**

**6. Marketing site (register URL with main search engines, ie Google and Yahoo!**

Notes:

-www.google.com/webmasters/tools } analysis tools available. Ex: Fetch.