

What is Necessary to Launch a Website

Once you have finished designing your content and website layout, the next step is to launch your site. The following list outlines the four main steps of launching a website. Please click on the following tabs to learn more.

▸ Step 1: Register a domain name

It is helpful to think of the Internet like real estate. Before you can launch your website, you need to buy a piece of land. This is where a domain name comes into play. A domain name is a website's equivalent of a street address.

A **domain name** is your website name, and the address where visitors can access your website. They consist of a website name (such as my website) and the domain extension (such as .com). A domain name is unique to your website and cannot be shared with another website.

You can purchase a domain through a registrar, such as GoDaddy or Google Domains, or, in some cases, through a website builder such as WordPress or Wix.

▸ Step 2: Choose a Web Hosting Company

Hosting is the plot of land you rent for your website. A web hosting company will host all of a website's files and databases on a web server. It is vital to research and compare various hosting companies for price, subscription type, bandwidth, uptime reliability, speed, and level of customer support.

▸ Step 3: Assemble and Upload your Website to the Hosting Service

Compile and organize your website's files. These website files usually include HTML and CSS files. The next step is to upload the files to the hosting service.

In some cases, you may need a **File Transfer Protocol (FTP)** software to transfer the website files to the server. However, certain website hosting companies, such as WordPress, have FTP-functions built-in.

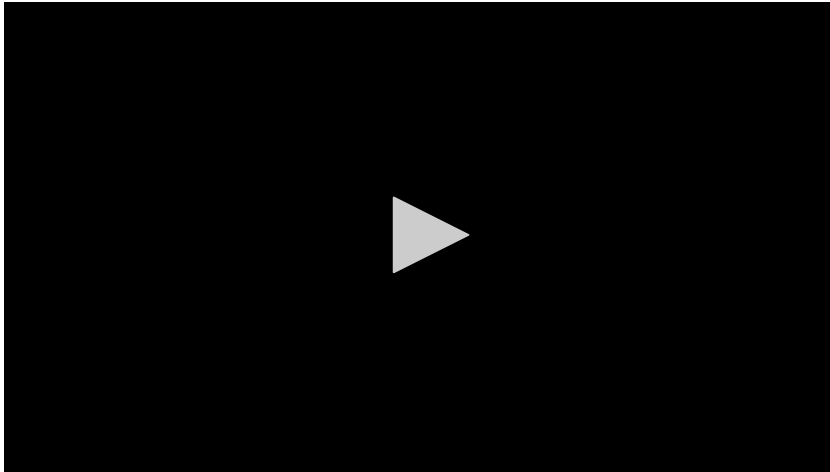
Because each website is different, web hosting companies often include tutorials to help upload your website. Further, most hosts provide customer support.

▸ Step 4: Test

Once the website is live, take some time to click around the website for any broken links or missing pages. If the website contains any forms, such as an e-newsletter sign-up or contact form, test to make sure the form is working.

Further, ensure the website is functioning across multiple browsers, and check the website's loading speed. A speed test will help you determine if there is anything on the website that is slowing it down, such as a large image or redundant HTML code.

Video Commentary: Web Hosting



[View the Transcript](#)

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Feel the Need for Speed

Page load time is important! According to *eConsultancy*, forty percent (40%) of site visitors abandon a website that takes more than 3 seconds to load. Furthermore, eighty percent (80%) of them won't return.



Review Checkpoint

To test your understanding of the content presented in this assignment, please click on the Questions icon below. If you have trouble answering any of the questions presented here, you are always free to return to this or any assignment to re-read the material.



1. True or False?

A domain name cannot be shared with another website.

a. True

Correct. This statement is true. A domain name is unique to your website and cannot be shared with another website.

b. False

Incorrect. Try again.

2. A domain consists of a website name and the _____.

a. web hosting company

Incorrect. Try again.

b. domain registration

Incorrect. Try again.

c. domain extension

Correct. A domain consists of a website name and the domain extension (such as .com).

d. FTP software

Incorrect. Try again.