



“Doin’ Business on the ‘Net”

Ted Eselgroth

630-469-7058

electronic media design and development

ted@eselgroth.com

www.eselgroth.com

“Ted’s Links”: www.eselgroth.org

Planning / Budgeting / Creating Your Web Site

Step 1:

Choose a Domain Name...

Option 1: “Piggyback” on your host provider’s name, i.e., www.isp.com/yourname
e.g., www.glen-ellyn.com/yourname
(*Less expensive*)

or

Option 2: Choose your own “Vanity” name,
e.g., www.yourname.com
(*Adds a registration fee plus [usually] a monthly hosting cost*)

Step 2:

If you want a Vanity name...

A. Check availability with Network Solutions www.netsol.com
(*.com = commerce; .net = network (technical provider); .org = non-profit.*
Case doesn’t matter; yourname.com is the same as YourName.com)

Is your name unavailable?

- Try variations...
(*your-name, yournameinc, e-yourname, etc.*)
- Check “WHOIS” to see who owns the name you want...
you might be able to buy it!

B. To Register or Reserve your name...

Option 1: If you have already selected an ISP —
(*i.e., an Internet Service Provider, or “Host” which may
or may not be the same as your present dial-up IAP
[Internet Access Provider]) —
register your name through through your ISP
(or “pointer” service — see below).
*This will save time and possible transfer fees in the future.**

Option 2: If you have not yet selected an ISP —

Register and “park” your name directly through Network Solutions
<www.networksolutions.com>
(the original registrar)

or

Register and park it with a “discount” registrar such as
<www.mydomain.com>
(which may offer more services for less money!)

Step 3:

Choosing a Host for your Web Pages...

Option 1: Use the space that may have been included with your dialup account.

You may already have web space in the form of

www.isp.com/yourname

(Many ISPs do not allow the business use of such “personal” web space.)

If allowed, you can use a free “pointer” service such as

www.mydomain.com to “point” (i.e., “alias”) your vanity name
to your real home page location...

For example, www.eselgroth.org

actually points to

http://tede.home.mindspring.com/links/index.html

Primary disadvantage: Your personal space probably offers only basic services;
not e-commerce bells-and-whistles such as shopping carts or credit card acceptance.

Option 2: Use a low-cost web hosting / site building service such as...

- www.bigstep.com

“Free” domain name option: www.yourname.bigstep.com.

Primary disadvantage: Pages have a “Powered by BigStep” logo.

- www.homestead.com

An alternative.

Option 3: Use a “real” ISP hosting service...

Typically \$25/mo. and up, depending on site size and support services
required. Match the size of your company to that of your ISP;
for example:

- Small / Local; e.g., DuPage County’s own...

KWOM.com: www.kwom.com • 630-942-5940

MSS Internet: www.mssinternet.com • 630-942-1090

- Medium / “Do-It-Yourself” online tools; e.g., EarthLink
www.earthlink.com • 800-719-4332
- Large; e.g., IBM...
www.ibm.com/e-business

Option 4: Co-locate *your* server at an ISP’s location...

Done through and with the cooperation of your ISP.
Your dedicated hardware; their service and support.

Option 5: Co-locate a dedicated ecommerce shopping cart server
at your ISP’s location...

For example, www.storesense.com

Option 6: Own your own server in your own building...

Not for beginners. Connecting to the ‘Net will cost thousands per month;
24/7 technical support responsibility costly.

In Addition to (or instead of) the above, exploit free pages such as...

- www.shopdupage.com
Not a web hosting company in the traditional sense,
but a yellow page / business directory with a “page” for every
business in the county. Be sure to update yours!
Primary disadvantages: None. It’s there... it’s free...
and it can point to your real site.

Step 4:

Determining Your Web Hosting Needs...

The line between passive “brochureware” and interactive “e-commerce”
can be gray.

- Virtually any service can host “passive” pages that can include links
to other pages, email links and forms, and simple animated graphics.

Example: www.dotionline.com. “Passive” catalog; rarely updated.
An internal service — online ordering not necessary.

The ability to serve *files* other than web pages — such as Acrobat Reader
documents and basic RealMedia sound or video offerings,
is also generally included with “basic” space.

PDF example: Chamber Newsletter: www.glen-ellyn.com/pubs/newsletter.pdf
RealMedia example: BigStrikeMusic: www.bigstrikemusic

- Basic e-commerce services — such as the ability to offer interactive
“shopping carts” and to accept credit card orders — adds additional fees.

- Other services which may increase hosting costs include...
 - additional server space (should you have lots of graphics and/or multimedia materials);
 - extensive “bandwidth” use — meaning your site attracts far more than the average number of visitors (a happy problem!);
 - special multimedia serving requirements, i.e., live or high-quality RealMedia audio or video feeds;

Typical services and fees

(Example: Earthlink www.earthlink.net/business/ecommerce):

	StarterSite	Kiosk	Store	SuperStore	Unlimited
Setup Fee	\$25	\$50	\$175	\$225	\$225
Monthly Fee	\$19.95	\$20	\$40	\$80	\$110
Disk Space	10MB	N/A	+10MB	+20MB	+20MB
Data Xfer	500MB	+500MB	+1GB	+1.5GB	+1.5GB
Items	N/A	10	50	100	Unlimited
Credit Cards	N/A	No	Yes	Yes	Yes
Net Mechanic	Optional	Optional	Yes	Yes	Yes

- Finally... e-commerce in the extreme means automatically tying together online order requests with your existing databases, allowing for automated shipping, billing, inventory control and reordering, market research and more — far beyond the scope of this course.

Step 5:

Building Your Web Site...

Option 1: Use a free point-and-click online service such as BigStep.

- www.bigstep.com
Primary disadvantage: Pages have a "Powered by BigStep" logo.

Option 2: Use a free WYSIWYG tool such as...

- **Netscape Composer**
<http://wp.netscape.com/computing/download>
Built into Netscape Communicator.
Primary disadvantage: no site management capabilities.
- **Microsoft Word**
"Save As HTML" or use "Web Page Wizard"
Primary disadvantage: Nonstandard HTML; limited creative options.

Option 3: Use a commercial design/site management tool such as...

- **DreamWeaver**
www.macromedia.com/software/dreamweaver
The choice of most professionals
- **Front Page**
<http://www.microsoft.com/frontpage>
Primary disadvantage: nonstandard HTML; requires a FrontPage server.
- **Adobe Golive**
www.adobe.com/products/golive/main.html

(There are others. You'll also need [at least] a scanner and/or digital camera, graphics software [e.g., Photoshop], and several "utilities.")

Option 4: Hire a pro. Design & Development costs will include...

- *Content...*
Do text and/or photos already exist?
Or must content be created from scratch?
- *Design...*
Stock "wizzard" look... or custom style?
Clip art... or original?
- *Number of pages...*
Will they follow a boilerplate?
Or will each be different?
- *Database Interaction...*
Passive (i.e., web page-based)?
Active (i.e., database-driven)?

- *Request Info / Place Orders...*
 - Via Email Request?
 - Via Email Form?
 - Via Secure Server?
- *Bells and Whistles...*
 - Acrobat (for publication distribution via “.pdf”)
<http://www.adobe.com/products/acrobat>
 - Flash Animation
<http://macromedia.com/software/flash/>
 - Streaming Audio or Video
www.real.com
 - Hi-Quality Videos and Interactive Panoramas
www.apple.com/quicktime
- *Maintanance and Updates...*
 - Seldom? Or continuing?

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