



Website FAQs

Why should I have a website?

Not every business can benefit from a website. Depending on the type of business you are running, there are probably at least a couple of ways you can benefit from a website and either expand your business or help save costs.

- Replace print marketing tools and deliver in electronic form
- Reach more potential customers
- Support the sales process
- Share information in ways that free up time and resources
- Share your retail experience and provide directions to your location
- Provide information 24/7 instead of just 9-5
- The site can demonstrate your capabilities when you can't

For more information on why marketing on the web can benefit your business, see *Marketing on the Web – An Overview* or *Step-by-Step Guide to Marketing Your Business on the Web*.

What is a domain name?

A domain name is your business identity on the web. It is made up of letters, numbers, and hyphens, has to be registered (no duplicate names can be used on the web).

Use EasyWebStudio's domain name search to find out if your name is available and we or another domain name registration service can register the name for you with ICANN, the agency in charge of domain name management.

Also see *Domain Name FAQs* for more information on domain names.

What is a homepage?

A homepage is the front page (or front door) of a website. It should tell any visitor the purpose of the website clearly and quickly. If it doesn't clearly communicate the purpose of the site, visitors will leave without trying to search out what the site is about.

Can I build my own site?

You can build your own site, even if you have no training in website development. There are easy to use software tools and online website builders that you can use to build your site.

What is HTML?

HTML is hyper text markup language. It is the coding used to tell the browser how to display web content. It includes instructions about font,

color, size, and placement of text; also location of photos, illustrations and other objects. It also includes instructions about what to do when a link is clicked, or a window opened.

What is a website builder?

A website builder is a software application for building websites without having to know or understand HTML. They are available online (such as Website Tonight from EasyWebStudio) or as independent software packages that are installed on a computer's hard drive.

How do I know what to put on my homepage?

The homepage of any site should communicate who the site represents, where they are (if relevant), how to contact them, and if the site is advertising products, how to buy.

The design should represent the personality of the owner and/or products. The homepage should also provide navigation to the other sections of the site.

What can I put on a website?

A website can contain text, photos, illustrations, and sounds or movies. Links to other pages, and a variety of document types are all possible also.

What can I link to?

Any link, or hyperlink can launch other pages, .pdf files, word files, powerpoint presentations, movies in .mpg, .avi, and .mov formats, and photos in .jpg or .gif format.

What is a .pdf file?

A .pdf file is a portable document format. Most any type of file can be converted into a .pdf file. .PDF files work very well on the web because they are small in size for downloading and are very stable. These files are read using Acrobat Reader, available free from Adobe's web site. This makes the files accessible to all, so a good solution for sharing/distributing content on a website.

Can I put movies or sound on my site?

Yes, you can put movies and sound on your site. However, be careful. Make sure the sound or film are launched by the user so they are ready for it. It is considered poor etiquette to have sound or film launch on the homepage without warning. Any film or sound should also include a way to turn it off.

What is Flash?

Flash is a software tool from Adobe that allows developers to create interactive tools and animations. Websites can be built completely using Flash or components can be built using Flash. The resulting tools require a Flash Player to be read and while the player is free, it can complicate accessing the content.

Once I build my site, how do I get it on the internet?

The process of moving website files from a computer or server to the internet server being used to deliver the site is known as FTP or file

transfer protocol. The process is fairly simple, and the user follows some simple instructions to trigger the process.

What does “hosting” or “web hosting” mean?

Hosting means providing space on a server accessible from the internet on which a website is stored. There are varying degrees of dedicated space and scalability depending on the levels of traffic expected at the site.

Many website builders provide the hosting space for a site along with the software service. Where the hosting server is physically is not so important. Guaranteed up time so the site is accessible 100% of the time is important.

Can I track how many visitors come to my website?

Yes. There are tools (like Traffic Facts from EasyWebStudio) that allow you to track how many visitors, hits, and unique visits have been made to the site. How much time is spent on each page and what links were clicked are among the actions that can be tracked.

Can I tell where my visitors come from?

Some tools do provide the means to tell where visitors were when they jumped to your site. This is one way you can tell how people are finding out about your site.

What does it mean to optimize a website?

The purpose of optimizing a website is to ensure that the site can be found by users to whom the site would be of interest. The actual optimization is done by analyzing the site and using the most relevant “key words” throughout the site so it can be found by search engines.

For more information on optimization also see *Optimizing Your Website FAQs*.