



Web Site 101: Deciding to Take the Plunge

So, you're ready to take the plunge and set up your first Web site. Following are typical questions and answers to help you along the way...

Should I get a Web site?

Web sites can be corporate, sales, or even personal in nature. Regardless of the type, they all have a purpose—to inform, to educate, to persuade, or to entertain. Certainly if you have a business to promote or products to sell, consider getting a Web site. Just remember, Web sites must be marketed and be usable to provide the best results.

How much does it cost?

Typically there are two main costs—(1) setting up your Web site, and (2) designing your Web site. Setting up your Web site includes registering your domain name and employing an online service to host your site. The cost of hosting can vary widely—depending on the services, support, and technologies offered—from free to hundreds of dollars per month.

Tell me about the domain name and host. Your domain name is used as the 'address' to your site that, essentially, directs users to your Web site that lives on your host. For example, our domain name, www.stylesandscribbles.com, points to content that lives on the host servers at the online service, HostSave.com. The domain name is licensed on a periodic basis—annually or longer (e.g., 2-, 5-, or 10-year period); alternately, most hosting costs are typically paid on a monthly basis.

Tell me about designing the site. The cost of designing your Web site also varies. For example, if designing it yourself, the only cost may be your time and/or software applications (e.g., graphics program, HTML or WYSIWYG Web editor). If hiring a professional design service, the following affect the cost: (b) the designer's experience, expertise, company size, and geographic location; and (a) the Web site size, features, and function.

For More Information

Do you need help designing or setting up your Web site? Contact [Styles & Scribbles](http://www.stylesandscribbles.com) for an estimate.

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