

Platypi Designs Inc. **webSOLUTIONS**
for your growing business

www.platypidesigns.ca

Web Sites 101

Getting Your Business on the Internet

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Seminar Agenda

- Introductions and seminar goals
- Web site design and development
- Web site hosting
- Domain name registration
- Getting web site traffic
- Site Maintenance
- Questions and answers

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Introduction of Platypi Designs

- Founded in October 2002
- Specialize in providing professional web site design and development to businesses of all sizes
- Known for our personal approach to business interactions with all current and prospective clients

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Seminar Goals

- Assist in the selection of and communication with a web development company by:
 - Showing you what is involved in a web development project
 - Providing explanations of various terms used in the web industry

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Anatomy of a Web Site

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graph TD
    A[Web development project] --> B[Web site design and development]
    A --> C[Web site hosting]
    A --> D[Domain name registration]
    A --> E[Site maintenance]
  
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Web site design and development

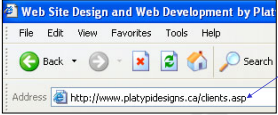
- What is web site design/development?
 - Creating page layout through customized graphics
- Designing and implementing the optimal infrastructure for ease of web site use

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Web site design and development cont'd

- What is web site design/development?
 - Creating the web pages (.html, .asp) with your web site content



Flash animation can be used to create full web sites or just add animated features

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Web site design and development cont'd

Static Site

All visitors to the site see the same content
Web sites that provide general information about a business



Functionality:

- Marketing
- Product information
- Contact details

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Web site design and development cont'd

Dynamic Site

Allows user interaction
Generally database driven



Functionality:

- Electronic shopping carts
- Form submission

For example:
www.ebay.ca
www.google.ca

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Web site design and development cont'd

- One time cost
- Different payment plans
- Involves the development of the web site look and feel as well as its implementation
- Costs vary depending on complexity of site

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Web site hosting

- What is web site hosting?
 - A web server that stores your web site pages in order to have them viewable on the Internet

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Web site hosting cont'd

- What is web site hosting?
 - Most individuals/businesses use a web hosting company to host their site
 - Free and paid web site hosting options are available

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Web site hosting cont'd

Free Hosting

- Advertisements on page
- Do not get to use your own domain name
- Increased difficulty to upload web site files
- It's free



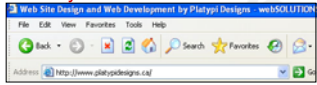
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Web site hosting cont'd

Paid Hosting

- Ad-free pages
- Use the domain name you purchased
- Upload files via file transfer protocol (FTP)
- Web statistics available
- Better level of customer service and support
- Monthly cost



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Web site hosting cont'd

- Things to keep in mind with web hosting
 - All hosting packages vary
 - A simple 5 page static web site should only be 1.4 MB in size (1 floppy disk)
 - Bandwidth is the amount of times the server is accessed to show your web site or update it from your end. For smaller sites the standard bandwidth with a hosting package is just fine.
 - You probably only need a few email addresses
 - Web sites that offer video or music clips and/or large shopping cart applications will need more than the average web site hosting package will offer. An upgraded package including increased memory and bandwidth will usually be required.

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Web site hosting cont'd

- Fees vary depending on the web site package required to support your site
- Annual and monthly payment plans
- Packages vary depending on your business needs
- Average monthly cost \$10 - \$35 depending on package and technology supported

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Domain name registration

- What is a domain name?
 - It is the web address that people will type into their web browser to find your site
i.e.: www.guelphbusiness.com



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Domain name registration cont'd

- What domain name should you have?
 - Choose a web address that is business specific – either your business name or a description of your product/service or tag line
i.e.: www.justdoit.com
www.nike.com
 - Decide whether you want a .ca, .com, .net or one of the many other address types

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Domain name registration cont'd

- Several kinds of domain names available for use (.ca, .com, .net, .org)
- Paid one year or more in advance
- Costs vary depending on the kind of domain name you want
- Average annual cost \$25

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Getting Web Site Traffic

- How search engines work

Analogy: When looking for something specific in a book you would go to the index to search for the item you are looking for.

Web site spiders are deployed into web sites to find out what the "Indexed words" of your web site should be.

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Getting Web Site Traffic cont'd

- Add your web address to all marketing materials, including business cards, brochures, letterhead, etc.
- Search engine optimization (SEO) is the process of editing your pages to help ensure you are found when people search for you online (i.e. Google)

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Site maintenance

- Various packages are usually offered depending on your requirements
- Annual, monthly or per project payment plans
- Costs will vary depending on the site maintenance required

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Questions and answers

If you have any questions after this seminar, please feel free to contact us at 519 823 9456 or info@platypidesigns.ca

A copy of this presentation will be available at:
<http://www.platypidesigns.ca> in the resources area

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