

# Building a Website

## For Personal or Business Use

### ***Section I – Considerations***

There are a number of things to consider when contemplating the building a website. We will briefly address them here. We hope to provide enough basic information for prospective customers or for those who just need a little help getting started.

1. The first thing you will need to do is to determine what you want the website to do for you. For example, if you are a business, do you want to sell them online or just present items for viewing? If an individual or organization, what is the purpose of the website?
2. Do you have a plan in mind? The best thing to do is to get a sheet of paper and draw out how you want your product or services or personal information to look online. Remember that a website consists of a number of pages that represent what you want someone (family, friends, customers) to see what you have or what you want to share.
3. What kind of website do you want to have? There are many kinds of websites to consider:
  - A. Personal – sharing of personal or family information; do you want anyone to look at it or do you want to limit the number of users by the use of a password, etc?
  - B. Sales or Commercial – This is usually the type of website where you want others to view products or services that you have to offer. Do you want to sell online? Do you want them to contact you directly?
  - C. Organizational – This is usually for a group of individuals who are looking to share information with one another. Whom do you want to see your organization's information?
  - D. Informational – This site usually just wants to share information with anyone that would be interested in what they have to present.
4. Do you have sufficient funds NOW to afford the costs involved that will be shown in the next section? To often people fail on websites because they do not have available funding or products for which there is no market. There are startup costs that have to be considered as the building and constructing of a website is considered to be an investment – of time, money and ideas.
5. Think about this – [Businesses – Are your products or services unique enough or in short supply that advertising them online would be worth it and be a productive venture for you (or your group)] [ All Others – Is what you have enough to draw the audience you desire?]

## ***Section II – Obtaining the Website***

1. The first thing to do after you have determined what kind of a website you want and what your audience will be is to obtain a name for your website. This is called Getting a Domain Name. In simple terms, you have to go a company that has a “Domain Name” for sale. You can go on the Internet to either of the following websites to obtain a “Name”: **www.register.com** or **www.godaddy.com**. Usually you will find out if the name you want is available or if you have to consider alternate names. Examples of this might be: **www.your\_domain\_name.com** or **www.your\_domain\_name.org** or **www.your\_domain\_name.info** and so forth. There is usually a fee for registering your Domain Name so that no one else can take the one you wanted. The cost per year can vary from \$9.00 to \$13.00.

2. The next step is to find someone who will store your website. This is called a “Hosting Plan”. Usually what happens is that an individual or a company has a big computer called a “server” which a lot of “space” available and will charge you a fee on a yearly basis to store your website. The fee can run from \$7.00 to \$40.00 per month depending on what kind of plan(s) they have to offer.

## ***Section III – Creating the Website***

1. The next step is to determine how you are going to create the website:

- A. Do you want to pay someone to build it for you? Companies have set themselves up to do just website building. There are many companies that will either charge by the page or contract for the entire site. For a typical 10-page site [especially if you have no materials or ideas or plans to offer] can run you anywhere from \$500 to \$5,000. Seager Enterprises [creator of this tutorial] for example, charges \$20.00 per page for those who already have a plan/ideas/materials to \$50.00 to do it from “scratch.”
- B. Do you want to do it yourself? If you choose this route, consider this:
  - 1) How much are you prepared to spend for the Software Building Tools necessary for having a website of which you can be proud? Dreamweaver 8 from Macromedia (Adobe) costs \$399.00. Others such as “WebStudio” costs about \$149.00. Microsoft Front Page costs \$80.00. There are many others that you can get; you search them out on **www.google.com**. Remember this – you get what you pay for!
  - 2) Do you have the time and the expertise to use the software once you get it to build a website in the time frame you need?
  - 3) Do you have the proper computer equipment needed to run the software?

## ***Section IV – The Future***

1. Now that you have considered all of the possibilities presented here, are you ready to go ahead with your plan and are you prepared to stick with it until you see your dream realized? Many people do not stick with it long enough to see an end result. Sometimes that end result can take 3 months to 3 years.

2. Now that you have the information presented here in this tutorial, you have some options to consider:

- A. You can think about what you still need to do before you forge ahead.
- B. You can get started right away after following the steps as outlined in Section II and then going on to Section III
- C. You can follow the steps in Section II and then have Seager Enterprises build your site for you, OR
- D. You can send an email to Seager Enterprises at [phillipseager@sbcglobal.net](mailto:phillipseager@sbcglobal.net) to ask additional questions. We reserve the right to limit the number of questions to 10 maximum.

This tutorial was created on May 15, 2007 by Seager Enterprises. This document may be printed and distributed without limit.