

Frequently-Asked Questions about Website Design

Here is a list of the questions that we are often asked about designing and maintaining websites. If you have other questions, please e-mail them to webmaster@intranetconcepts.com.

What type of information can we put on our agency's website?

Virtually anything that you can put on paper can be placed on your pages... and more! The best place to start is with a "home" page that provides your name, address, telephone and fax numbers and a brief description of your business. From there, links can be added to additional pages that outline your products or services, hours of operation, and perhaps even a map to your store or office. Interactive forms can be included that will enable your customers to send you an e-mail or request specific information. With all the technology available now, the sky is the limit.

How will we put our website on the Internet?

If you are a subscriber to a local ISP (Internet Service Provider), you may already have free web space available to you. If not, we can help you sign up with a reliable hosting service that will provide you with an allotted amount of space on their computer system. As a rule of thumb, you shouldn't have to pay more than \$25 per month for plenty of disk space to host your website.

TIP: We recommend www.100MegsWebHosting.com as our web host of choice.

Can we get our own "dot com" address on the Web?

If you simply utilize the free Web space provided by your ISP, your Web address may be something like <http://www.aol.com/users/~yourname/index.htm>. That's pretty awkward to type and hard to remember, isn't it? A "domain name" is a shortcut to your website, usually in the format of www.yourcompany.com. This domain name makes it easier for your customers to find you and usually costs less than \$100 to set up. We can help you select a "dot com" address for your agency, then help you reserve and set it up.

TIP: To check availability and purchase a domain, visit www.register.com.

Can we make changes to the pages?

Of course! Uploading the initial web pages is only the first step. A well-managed site is always a work-in-progress – as your business changes, you need to keep your on-line brochure up-to-date as well. There are two ways to do this:

We can make the changes for you by simply taking the information that you provide to us, create the necessary pages, and then upload them to your site. Our current price is \$125 per hour or monthly support contracts are available at a reduced rate.

Or you can make the changes yourself. Let's face it... HTML, the language that Web pages are written in, is fun once you learn the basics. If you want to do it yourself, you can take what we have done and make changes as you see fit. There are hundreds of books and on-line tutorials out there to get you started... we recommend *HTML for Dummies* by Ed Tittle.

In most cases, you can also use Microsoft FrontPage to update and maintain your own web site. The only caveat is that your web host must install "FrontPage server extensions" on the site in order to enable you to work on your site. The web hosts that we recommend make these extensions available at no extra cost. FrontPage has been around for many years now and is very simple to learn.

Are there any hidden costs?

No. The web hosting will provide you with an email address (or, in most cases, several available email addresses), access to the Internet and the space to store your web pages. Your monthly subscription fee will be

paid directly to them. We will provide you with the web pages themselves, along with any graphics and forms that you want to include. We have done our best to establish prices that are reasonable and fair for the amount of time involved. We are already experienced in this process, therefore, you won't be paying for us to "learn as we go."

Do you use the most current technology?

Yes... we have a personal preference for Microsoft products and use Microsoft Internet Explorer on our company and personal computers, but if you want, we will thoroughly test your pages in Netscape as well. This will ensure that everyone viewing your pages on these two leading Internet browsers will see consistent information.

One word of caution: Even though the new technology opens all kinds of possibilities for adding "cool stuff" to your website, you should keep in mind that a lot of your visitors may not have installed the newer Internet browsers required to handle these features. One goal that we maintain when designing pages is to ensure that all visitors are able to navigate regardless of the software that they have chosen to use.

If you have any other questions about the process involved in launching a site on the Internet, feel free to call me at 970-252-1684 or send an email at webmaster@intranetconcepts.com. To see the websites that I have designed for other agencies, please visit our portfolio page at www.intranetconcepts.com/websites.

– Kim Floyd