

WEB DESIGN WEB HOSTING AND MARKETING



Domain & Web Hosting



Website Design



Internet Marketing



Application Development



Website Development



Graphic & Creative Design

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INTRODUCTION

In today's world the internet is growing bigger and bigger, therefore it is one of the best place for advertising either a new business into the market or also an existing business that is growing. But in order for you to effectively advertise for that business over the internet you must have a well created website that can advertise your business.

Web design in has various options that you as the client can choose from but it is important to ensure that the designer is well qualified to perform the task at hand which if you choose a designer who does not consider your site to be of great importance then chances of it collapsing are greatly increased as the designer will not be keen while creating the site.

This results in your site not appearing amongst the first top pages when a user searches for related keywords that are on your site. This means that your website will have little or no traffic, thus resulting to great loss when it comes to generating profits from the sale of products from the site.

The web design plays a key role when it comes to increasing the page ranking for your site hence if the designer does a good job in creating the site, this is bound to spell maximum profits for your business because the page ranking will be high hence the website will appear on the top page search when a user keys in a related keyword for the site leading to overwhelming traffic.

In the case where a client is starting a new site for his company, the best way to go about this is to look for Unlimited Best Hosting that only charge a small fee for their services or better yet offer the hosting services for free. This enables one to cut down costs that could be very high especially if the company is still young.

In most cases unlimited web hosting does not charge for the space on the web but does charge when it comes to other things; therefore when acquiring such a service the client should be well informed on what types of charges are to be paid and what is free.

While looking for a great SEO service, or while looking for a web design as well as a reliable, affordable hosting service, you should keep all the chapter discussed in this guide in mind and you can really easily achieve what you want to.

The success of the Web Design leads to more traffic to your site meaning that the more the number of users the more energy you will require for the site thus the Unlimited Best Hosting comes in handy.

Discover the benefits of web design, web hosting and marketing for your business in this amazing guide specially written for you.

Let's get started.

CHAPTER 1

THE BASICS OF WEB DESIGN

Running a business is not easy. So much to do and to think about. A decision about your company's website is one of many on your plate but it could be one of the most important.

Whether you need a website and what sort depends on the nature of your business, target market and ways you are planning to reach your potential clients. A website can be a highly functional selling tool or a simple on-line brochure.

What you will need for a successful web design are as follows:

Domain name registration

The process by which a company or individual selects a domain name and later officially registers the domain name through an approved domain name registrar. There are few official companies through which you may check domain name availability and register. Cost for such service may vary but is relatively low and will start at about £3 per year.

Web Hosting

The business of providing the storage, connectivity, and services necessary to serve files for a website. A company that provides web hosting services is called a web host.

There are literally thousands of web hosting services, ranging from individuals to worldwide corporations. Your web site developer will be able to advise you on what hosting services are suitable for your company.

Email

You will also need an e mail account. Normally a hosting company will offer email services as well as hosting services.

Service based Business model

If your business offers services that cannot be sold over the Internet, for example, landscaping, plumbing, consultancy, etc, the purpose of a website will be to serve as an on-line brochure, advertising in local on-line directories and generally to appear professional and trustworthy.

Design

Pre-designed template

The most cost effective solution in this case will be a static website. Static website is a website that does not provide any interactivity between it and its users and any changes to the content of the site will have to be undertaken by the web developer.

Such site can be purchased pre-made where buyer is guided to choose from several different templates (looks). Often such service is paid for monthly and the charge is low and include domain name registration and hosting of your website. The benefits of such readymade websites is the relatively low cost.

The drawbacks to be considered are not very personal look and feel of the site, limited room for development and growth and fact that you paying for using the web space and do not own your site outright as you would if you paid a web developer to build the site for you. Which is the other of the options.

Bespoke design

If you use a web developer to build the website to your specifications higher cost are to be expected. Such costs will be for graphic design, implementation of the site, domain name registration and hosting of the site. Market varies widely and research will need to undertaken.

You can contact few local web design companies and request quotes in order to choose one that will suite you best. Good web design company will make sure that your site is search engine friendly, well-structured and they will recommend to which directories it

will be beneficial to submit your site. Also they will optimize the site's content and recommend ways of marketing.

Product based Business model

If your business is product based the need for a website increases. You may not want to sell your product on-line but being able to show it to the potential buyer is crucial.

Look at it as on-line catalog. If your product range is small in and more importantly constant the static site will also suit you. You will need to use a recommended web design company and the cost may vary on average between £400 and £2000.

Content Management and website growth

If your product needs regular updating, for example you sell antique furniture and each piece is different, you will need to be able delete, replace your product or mark as sold the best solution for you is Content Management System (CMS).

A Content Management System is what allows company employees to publish new content to their web sites. It will allow you to be in control of the content of your website. There are many such systems on the market but main thing is to look out for is user friendliness.

Complicated system will not only irritate and puzzle you but slow down the content managing process and take time away from running the business. Therefore it is recommended that before such system is bought the demonstration is requested. Contact few companies to compare the cost, usability and suitability of the products on the market.

A good CMS will have a wide spectrum of usability and will be adaptable to the businesses ranging from a small one user system to large multifunction, multiuser system.

E-commerce

E-Commerce (electronic commerce) is the buying and selling of goods and services on the Internet. An E-commerce and CMS solutions together can provide you with all the tools necessary to establish your company as an Internet retailer. A good E-commerce system combined with CMS will allow you to perform a multitude of functions from managing your products to running promotions.

CHAPTER 2

WEB DESIGN AND HOSTING SERVICE AS KEYS TO WEB SUCCESS

The economic impact of the technology boom, fuelled by the discovery of the Internet is clearly visible in recent times. The Internet connects the world and its people through websites. Websites are part of a marketing system used by various firms, individuals, and companies to be successful in the competitive race.

Web designing includes the mixing and matching of graphics, text, colors, and other elements to form a perfect layout. This requires creative thinking combined with skills in the use and application of customized tools. A web designer uses advanced software such as Adobe Photoshop, Macromedia Flash, and HTML to design web pages.

Web hosting is a business practice where a company provides web space and bandwidth on a high-powered computer server, connected to a high speed Internet connection. Hosting companies maintain data centers with large networks of web server computers.

These centers are equipped with primary and backup power, and around the clock monitoring staff. Hosting companies offer attractive prices to clients that require hosting for multiple sites.

Reasonably priced web design and hosting services are preferred by companies, as it helps them increase their business potential, without putting in a lot of capital for marketing or advertising. This further helps them to concentrate on the important aspects of the business such as maintenance, troubleshooting, and support functions.

Affordable web page hosting companies also provide a server to manage the web pages of their client company. They may also help with a merchant account for all commercial transactions.

All these features ensure better customer satisfaction, which results in a good shopping experience. This leads to increased sales and boosts the profits of the business.

To get the best concessions from web hosting resellers, the business or individual can search for these services on the Internet, and request for a quote online.

They can also ask for quotes over the phone, depending on the service providers' practices. As affordable prices are provided by web hosting resellers, on multiple website hosting, it is advisable to transfer all accounts to a single company.

Web hosting is really important in the design of your website as you consider your marketing strategy. It is the backbone of your site. Experience can vary from satisfaction to being unsatisfied with the service. There are a number of things that can go wrong with your website from a hosting perspective. To start with, you website may not even appear on the Net.

Financial consideration is not the only factor to take into account. For example, if you have an e-commerce site, your shopping cart may not function due to the hosting company.

You will need to evaluate the amount of space and bandwidth that your web site may need and find out if your host's server provides you with sufficient space and bandwidth. If one exceed those limits, you will be access added fees which could be the difference between having an affordable website or not.

An important element to contemplate is the amount of graphics in your site. Will you have a lot of graphics, small or big photos in your site. Flash movies take up an enormous amount of space. So storage is an important consideration.

When files are transferred from the host's server to the visitor's site, they use up bandwidth. So bandwidth is also something that comes to play when considering an affordable web design.

You may also keep in mind some extra technologies such as autoresponders. This will let you send an automatic message to people who email you. Another technology to look at is the FTP which means File Transfer Protocol. This is what you're going to use to upload your website to the host's server.

There is an effective way to save on bandwidth and it is to use CSS in your web site. CSS means Cascading Style Sheet, which is a programming language, designed to reduce HTML file size and clean your coding. If you have a very successful website, you will have a lot of visitors, which is really what you want. So you will need a good amount of bandwidth.

One area to think about is the kind of servers you will rent. There are two kinds of servers. One kind is called shared servers, while the other kind is dedicated servers. Many hosting providers have the choice to provide to their clients shared hosting services or to rent a dedicated server.

Shared servers are a lot less costly to rent as opposed to dedicated servers. Another advantage is that they require less technical skills. This is because the host is doing most of the server administration. Shared servers would be recommended for small businesses or website newcomers, especially if you don't have a very high level of traffic.

If you're looking at the direction of dedicated servers, you will need a solid amount of technical skills to run that kind of server. Also, expect the initial cost of renting to be higher.

These are the drawbacks about dedicated servers. But there are important advantages. If you are catering to larger amount of customers, this would facilitate your performance.

Whether you're choosing a shared or dedicated server, consider both your present and future needs. Not necessarily the cheapest or the most expensive web hosting provider would be the best.

Don't be taken by advertisement, but rather look and analyze intelligently at all the different factors to see both your needs and if they can be fulfilled.

CHAPTER 3

WEB HOSTING AND SEARCH ENGINES OPTIMIZATION

Web site hosting and search engines are two inseparable institutions that every Internet marketer depends on for active exposure of publications on the Internet.

Neither is mutually exclusive as they complement each other in the scheme of things. This is a chapter that renders information from a practical and technical point of view with, hopefully, sufficient comprehensibility and facts.

Web Hosting

There are many web hosting companies with different price packages to choose from. Any customer can select a web hosting package to suit the needs of his/her intended publications. Internet marketing cannot be sufficiently effective without this application which establishes online exposure to web sites, blogs, videos, images, and so on.

What exactly is a web hosting company?

A web hosting service is a type of Internet hosting service that allows individuals and organizations to make their website accessible via the World Wide Web. Web hosts are companies that provide space on a server owned or leased for use by clients, as well as provide Internet connectivity, typically in a data center.'

This teaches us that clients or customers have a reserved space or partition on the server who accommodates their publications, and borders them off from neighboring partitions. A web server is traditionally shared by many users. Sharing divides the price and makes web site hosting far more affordable.

Professional and well-managed hosting is a tool an Internet marketer cannot live without if he wants to generate a successful online business launch.

Web hosting can be done for free or at a cost. Web site content determines the space it needs to successfully display your site online. That's why there is a line drawn between cost-free and paid web hosting.

If you are new to this and do not want to start spending money on web hosting, a template design that comes with a sub-domain is probably your best choice. WordPress.com and Google Blogger are two such examples among many. Without spending money, these make good tools for practicing and testing the Internet.

After mastering the basics of web design and studying marketing methods you may start to look at paid web hosting, which offers domains, email addresses, auto responders, detailed SEO (Search Engine Optimization).

These are essential background tools to run a professional website, affiliate website or blog online. There is a long list of web hosting companies, and I would always recommend comparing price packages and features before committing to their services.

There are websites that have listed them one by one and cover the pros and cons of what they offer. A very highly recognized web hosting company is Go Daddy whom you may like to examine and use for comparison.

Search Engines and Optimization

These programs will help key word users to ring up websites that are responding to specified search requests. Search engines operate on key word instructions and use crawlers to find the resources that match key word content. Examples of highly capacitated search engines are Google, Yahoo, Bing, MSN.

Search engines use automated software also known as bots, robots or spiders. These follow page-to-page/site-to-site links to gather information and create a web index that is made searchable for keyword users via search engines.

Bots, robots or spiders regularly revisit web pages for indexing and page changes. The software applies updates to the index and then relays fresh information to search engines.

This course of action may not happen instantly as the updating process depends on the return frequency of the software and the speed at which this information is gathered and inserted. Until then, fresh information will not be available until a web page has been modified and freshly indexed.

Having gotten a deeper understanding of how search engines work, you probably would like to know some pros and cons.

The pros are that search engines have an immense capacity of providing access to web pages that are publicly visible on the worldwide web, the number of which are growing daily.

Search engines are the only means to information search, and they are effective, efficient and fast at responding to customer queries. Since they serve you, they comply with your instructions and search out a library source to go to with the data you typed in.

The cons are that they could return extensive websites with just one single keyword. This could minimize the amount of information a keyword user is looking for. It also means that you would have to change your strategy and apply a variety of specifics.

I personally use short to longer phrases to single out my information and do not always achieve my goals. I circumvent my key word content and try to get to the bottom from a different angle.

That is why Search Engine Optimization requires keywords or short keyword phrases that harmonize with website content if you become a publisher. Attaining a high search

engine ranking is pre-conditioned by the upload speed that a web hosting company provides.

The faster the upload, the better the ranking so a highly powered web hosting service makes a much better choice for SEO efficacy.

CHAPTER 4

WEB HOSTING AND SHARED HOSTING

Video hosting plans allow web users to download and upload video clips on your website. The web host stores the clips in its servers and gives the web users codes to be able to access the video clips. Once installed with this suite, the website will be able to accommodate video sharing and photo galleries. T

he unlimited photo bucket allows you to save as many video clips and photo albums as possible. The platform is designed with lovely artistic tools to allow you to manipulate the site to have all the features you wish for.

The hosting plan also allows a user to customize their profiles and continue making more add-ons as he wishes. The platform comes with unlimited storage space and mostly uploads are done free.

Music artists and film makers are allowed to share their music and video files for free and this helps them market their work. In other words, video hosting can be used for business purposes. The videos can be compressed to be able to be accommodated on the websites and allows for any type of resolution and volume or size.

The video hosting plan allows for transfer of clips from one user to another through emails. The platforms come with their own emails that will help the web users or site users to share and send the clips online.

Shared hosting allows website owners to have as many websites as possible running on the same host server. This application has reliable and efficient services that mean the sites cannot hang or go down due to poor service provision. The bandwidth provided helps you save on purchasing of more bandwidth for all your sites.

This helps you to save on costs and creates for you, a common control management system. The uploading and downloading of documents and files is easy as the servers are advanced and programmed to allow any user to access the services without any training.

Most web hosting companies are now offering unlimited hosting services. This unlimited hosting allows you to run as many sites without worry of being closed down.

The service also allows you to have numerous domains on the same platform. The unlimited hosting services gives you unlimited band width, unlimited emails, unlimited data transfer, unlimited web storage and a chance to run unlimited domains.

This means that with the advancement we have in web technology you can run multiple social media platforms on a single platform. Your web users will be able to share information and clips both video and audio without hitch.

Web hosting providers encrypt their software with easy PHP and run them on My SQL database, thus your site will run smoothly without any worries of needing to train your staff.

CHAPTER 5

WEB HOSTING AND DOMAIN NAMES

When you make the decision to start a website for your business, it is a big step. Going from the world of offline business where clients are limited to geographical locations to online where the entire world is a potential client can be overwhelming.

There are many things to take into consideration. You have the products to sell, and the design of the website all planned out, now it is time to put it all together by choosing a web hosting company.

The first thing you should decide on is a domain name. This is perhaps the single most important decision you can make. You want something that is professional; the domain

name will reflect the nature of your business. Avoid using cute names; people tend to skip to the next website.

Try to choose a name that is short and easy to remember. Think about your customers when they try to reach your web site. Will be easy to type? Can you spell your domain name at the phone without much trouble? This is going to be your presence in the internet from now on, so choose wisely.

Choosing the web hosting company that is right for you is a long process. There will be millions of options, it is important to ask questions and that the web hosting company answers those questions adequately.

The most crucial point of any web hosting company is their reliability. If the site does not offer enough space, then your website will be shut down for all or part of each month.

This is not the goal you have set for your business. Ask the web hosting company if it offers an uptime guarantee. Usually if a company offers a guarantee of this type, their service is reliable.

When you are new to Internet marketing, you will have a lot of question. Sometimes the questions you need to ask will not be during business hours. It is important that customer service is available by phone, email, or even a chat window twenty-four hours a day to answer any questions that you may have.

Another service that is just as crucial as the rest is the storage and bandwidth that your website will need. Most likely, you will not know what your website is, but the web hosting company will. If you want a flashy site, you will need more bandwidth. It is important that you know beforehand the ins and outs of web hosting companies.

A good way to find your answers is to do some research. A Google search will yield you all of the information you need. The world is your potential client, reach out and make contact. It will ensure the success of your business.

CHAPTER 6

INTERNET MARKETING

Internet marketing has become one of the very critical things in ensuring that you are moving with the world's market competition. This means that having your own website is something that is non-negotiable. It is a must to have one if you want to survive with your business, attracting new customers while maintaining the existing ones.

So, assuming that you are a new person in the website industry or maybe you have one but want it done 'new,' you have to look for someone to do the web design and hosting. It may not be subjected to a must that it will be one person (company) to do both, but in most cases, the both processes are done simultaneously.

Apart from looking for someone to do all this, you need a person/company that is affordable, depending on the amount of cash you have. Web hosting on its own is as important as the web design. Poor web design and good web hosting or vice versa wouldn't add to anything.

You can become a 'visitor' in some of your competitors websites and analyze what they have and what they forgot to put in the website, and thus have some good starting point of choosing a website design and hosting that will be able to accommodate those factors.

For example, you may conclude that most of the websites didn't use the WordPress platform, and this would give you a very big plus if you then use WordPress platform in designing your website.

Ask the past work of web design and hosting companies. You have to ensure you are satisfied with it. Samples of what they do and what they have been featuring on the search engines will give you a conclusion of whether to choose or decline a given web design and hosting company, as well as, distinguishing between a good and a better one.

Getting a selling and featuring website is essential in ensuring that you increase the level of customers you have, as well as, acquire a web design and hosting worth your money.

CHAPTER 7

ROLE OF WEB DESIGN, HOSTING, AND INTERNET MARKETING

As a lead-in to gaining a solid understanding of the role of the right knowledge and tools in Web marketing success, it is helpful to view a "lay of the land" map of the online space. To do so, you must understand the role of Web design, hosting and Internet marketing in online success.

Here is a brief overview on how to maximize each one as you transform yourself into an online success story:

1. Web design is about conversions:

When you think about Web design for the visitors to your website, is it essential to think in terms of what you want those visitors to do once they reach your site. This "most desirable action" can be called a conversion. It could be the purchase of an item or the downloading of a white paper.

Whatever your definition of conversion may be, you must design your site with that goal in mind. Examples of design elements that positively influence Web conversions include:

Reducing the number of required hops or clicks from initial visit on your landing page to the place where the conversion action occurs

Making it abundantly clear to customers what you do and the value you offer them

Making sure prospects know that you are targeting them and can solve their problems

Eliminating any "noise" on the site that distracts your customers from the real intent of what you do

2. Web hosting is about availability and performance:

Web hosting options are more varied than you might expect. If you have only looked for the cheapest-possible hosting in the past, then you may be surprised to learn of all of the variations on hosting. Choosing the right Web hosting provider and package makes the difference in your ability to:

Offer server-side access to the Web tools and protocols that your site needs to run in order to function properly

Provide your site's visitors with high-bandwidth access to the contents of your site

Provide you with sufficient administrator access to the site, including physical access to the server when needed

Offer a full suite of physical security measures to ensure uptime and data security

3. Internet marketing is about driving traffic:

The final of these 3 key elements is Internet marketing, or the ability to drive traffic to your site. Sure, if you have a well-designed site with a great hosting plan but you can't seem to get anybody to visit the site, you will obviously have a problem.

To get traffic to your site, you will need to drive it via paid or unpaid traffic-getting methods, including (but not limited to) blog marketing, article marketing, pay-per-click advertising, e-mail campaigns, and/or traditional media advertising (e.g., newspaper, TV, etc.).

CONCLUSION

Web Hosting and Design Services are important because both personal and company websites are increasingly becoming solid business models. The incredible growth of the Internet has seen all types of web based business grow ever since the invention of the internet.

A website gives the flexibility for a business to grow globally rather than just within a national or regional area. However, the advent of Google's local service, Google Maps, together with the growth of the PDA market, means that local businesses can do very well on the internet, too.

The choice of different web hosting companies and options is daunting. However, the good news is that this has created strong competition in the marketplace and there is a wide range of web hosting and design services option to choose from.

It is a good idea to opt for something that gives you a high bandwidth (the ability for lots of people to visit your website and for you to transfer lots of information up to your website for them to view) and a large amount of web space to reside on. This should be the just about the most important point when considering a web host.

Reliability is another important factor. Ideally, you should be able to see that your chosen company operates at least 99% of the time reliably. This is because all downtime leads to lost business opportunities because you are literally turning customers away.

In particular, you should make certain that your web hosting company offers round the clock service to make sure that the hosting is restored even if goes down at 3am in the morning. There is no time where you can afford to let your website go down when you are serving a global market.

Web hosting and design services are being increasingly engulfed by large, international players. Smaller, local firms have suffered because the largest ones can offer big savings through cost efficiencies, and people often buy on price.

It may be worth finding someone a little smaller who has all of the technical support that you need but also gives excellent personal service, too. It might cost hardly any different, but could be worth a great deal to you when you get stuck trying to sort out a problem.

Your choice is to do it yourself, which will cost a fortune in time and money because you will need to buy all sorts of software, and learn how to use it, or you could employ a design consultant, which will cost you a great deal, too.

For Web Hosting and Design Services, a better solution might be to use a company that offers you not only web hosting but also all the tools that you need to set up a successful online business. This could well save you a fortune over either of the first two options.

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