

Website Wizards

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Starting A Website

From Concept to Complete

Introduction:



Overview

The intent of this guide is to help those who have little to no knowledge in starting up a website to gain a better understanding of what will be needed. Because website features and customizable options can be nearly as unique as the individual, this guide will focus on the most common website request we get which is a business website.

Although your website concept may entail a website store, blog, event driven website or many others, this guide will still cover the primary information pertaining to all website platforms and needs.

Should you have questions about a topic or area of your project not covered by this guide you are encouraged to contact us any time and we would be happy to help.

Budget:

Expenses:


For most startup websites there will be three areas that you will need to factor into your budget.

Domain Name: Leasing the name used to connect to your website from the internet.

Example: (www.website-wizards.com)

Website Hosting: Paying a company to host (store) your website on one of their servers so that when a visitor types in your domain name, they connect to the files that make up your website.

Website Development: Payment to a company to create the website itself such as web pages, website functions and uploading of the website onto your hosting companies server.



Budget

Domain Names:

What is it?

At its most basic level a domain name has two parts. The name (website-wizards) and its extension (.com / .net / .org / .us) Most businesses opt for .com or .net domain names and in cases of non-profit, .org or schools, .edu. There are also internationalized domains such as .us (usa), .ru, (Russia) .cn (China) and so on.

Although most businesses opt for .com or .net domains, these names are becoming limited so keep an open mind when trying to register a domain name and have a few name ideas in mind just in case your first or second choice is already taken. Try to be creative with your domain name, if your business name is XYZ Plumbing and the domain name www.XYZplumbing.com is already taken, try .net or .us. You might also consider www.XYZ-plumbing.com or some variant.

Domain names range in price from about \$20.00 USD a year to thousands for a name someone already owns and is trying to sell. Unless you have a highly specific need for a certain domain name then you can plan on your domain name being around \$20.00 USD or less per year to lease.

Most website hosts offer a free domain name registered with your hosting service for the first year. Names can also be searched on their website at the time of signing up for hosting service or in our care we provide the service for you.

Domain names carry some weight with SEO. If you plan to sell shoes on your website, then having a domain name with shoes in it will help slightly with search engines. (example: www.XYZ-shoes.com)



Hosting:

What's best?

Hosting:

Although it is possible to find free hosting it's generally recommended to find a quality host with a payment plan since server speed, up time and overall network speed of the host can have a huge impact on your websites ability to list high on search results. Paid hosting also has support included.

We have a [hosting guide](#) that lists some of the better-known hosting companies along with limits and pricing. Some website platforms like WordPress have requirements such as running on a Linux based servers and .PHP version requirements. Before paying for a hosting plan be sure you have a general idea of the type of website you plan to have along with any server requirements you might need.

Most hosing companies will allow for month to month contracts however the best prices are found prepaying for one year or multiyear contracts. Hosting companies have multi-level hosting plans ranging from basic shared services to premium. Take your time and find the right hosting plan for you. Keep in mind down the road should you need more services you can always upgrade at that time without penalties. Never pay for more then you need at any given time, remember when calling hosting companies, you will be dealing with salesmen and women. Their goal is up sales.

In case of problems, find a host offering 24-hour support via email/phone/live chat. There are few things harder on SEO ranking or stress level then finding your website down and not being able to reach technical support.

Quality website hosts will offer a 99.9% uptime guarantee. If you don't see it listed on their website, ask them. After signing up for hosting you will be given user names and passwords, keep these in a password protected word or excel document. Some of these accounts can be, email, Cpanel, FTP or database accounts.



Web Design:

Cost: Varies by design requirements

Hiring a company to develop your website is normally the costliest part of starting up a website. This will involve working with the website designer to make sure your vision is properly put into code so that the website has the look and feel you want portrayed when visitors stop by your website.

When getting ready to contact a company to develop your website concept, be sure you have basic information to start the process with. Gather all pictures, text and account info into one folder will help you keep on top of your website project.

Tip:

Start by making a folder on your desktop called “website” Within this folder make two more folders named “pictures” and “content”. Keep pictures you plan to use on the website within the pictures folder. Keep text documents with text that will be uploaded onto your website in the content folder. This will help keep your project organized and easier for you to work on.

In the “content” folder save text documents with the content for each page you visualize having. Save them as the web page names. A “Home.doc” will have the text and notes you create for your home page. “About.doc” should have notes and text you plan to use on your about page. “Contact.doc” keep text and notes for your contact page.

In each document you make keep the content you plan to have posted on the website in black. And keep other notes you make about additional aspects of that page in red to help you and the developer stay informed.

Routinely review your notes and content to ensure what sounded good yesterday still feels right days later. Make adjustments to images and text until everything is perfect.



Continued:

Now that you have all available information in your “website” folder and a good understanding of what you want, it’s time to get quotes for getting the website designed. Be sure you convey as much information as possible about what you want in order to get an accurate quote.

Asking for a website with 5 pages may get you a cheap quote however if during the project you suddenly tell the developer that you want one of those “pages” to be a blog with active and secure user accounts, login abilities and comments section this will obviously change the original quote.

Giving too much information is far better than too little. You want a rock-solid quote for a completed website and to get that you must provide a rock-solid understanding of all aspects you want included into the website. Be sure to ask for project start and completion time frames and if free reworking of pages are included in the quote.

With [Website Wizards](#), we offer to rework pages free of additional charges during the course of your website development project. If suddenly after we finish a page you wish to change a picture or add/subtract text, we will do so free of additional fees.



Tips:

- ✓ Use as high-resolution images as you can get for your website project. Adjustments can be made to reduce size to your pictures as needed.
- ✓ Keep keywords in mind when writing text for your website. If you plan to sell a particular item or service, then incorporate those words often into your page content.
- ✓ An absolute must is the use of strong passwords for your admin section, hosting control panel, database, FTP users and e-mail accounts. (*Example: @2DvR/be#3#.*)
- ✓ Keep offline backups of the website pages in case of disaster recovery needs.
- ✓ Make sure the company you hire to develop your website knows basic SEO practices and configures your utility pages.
- ✓ After the website is finished, be sure to publish the new website to search engines and configure your search engine consoles.
- ✓ Owning a good website means keeping the content fresh. Updates or additions to content should be made from time to time. Some websites require security related updates and bug patches.
- ✓ Plan out your main menu with care. Website page values are determined partly by menu location. Pages linked within submenus will be considered less valuable than top menu pages.
- ✓ Page titles and headings help to determine keywords and overall content topics. Be sure to think of these as you write out content for your website.



Website Wizards

Website Design – SEO – Updates – Security – Migration – Content Creation

If you would like free assistance with getting your website development project started please feel free to contact us for more information.

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