



Creating a Web Presence

STEPS FOR CREATING A WEB PRESENCE

1. Decide on a budget.
2. Decide on a name (Domain Name or URL).
3. Register the name (Domain Name or URL).
4. Decide how the site will be designed and maintained (who will handle this)?
5. What will be the content of the site?
6. Decide on a hosting company for the site. (JASKE.COM)

Having a web site is now considered as necessary as a phone or fax number. Since the site will be a reflection of your organization, the most important step is to research and plan.

Free web sites can save you money but the site is yours only as long as the hosting company remains in business. Often times they will require you to allow advertising in exchange for the free site.

If you choose to have your own domain the initial cost is \$25-35.00 (subject to change by the domain registrars) for the first year. This provides for a more professional image of your organization.

The name of your site is your domain name and will be your address on the World Wide Web. For example: www.jaske.com.

After deciding on a name you then register it with one of the accredited registers i.e. www.networksolutions.com. If any one else has that name and once registered no one else can register that name. You will need to decide if you want a commercial site .com, an organization .org, or a network .net.

A web site can go from a simple one-page site with your name and mission statement to a site with multiple pages that include on line sign up, newsletters and discussion forums.

The cost of designing a site also varies from a few hundred dollars to several thousand depending on the content.

The site can be designed and maintained by hiring a web designer or by having a member use a program such as FrontPage, Dreamweaver, NetObjects Fusion or similar.

Once the site has been designed you need to find a hosting company which acts like a real estate company and rents you space on their server. The cost again varies depending on the size of the site and its contents. JASKE.COM setup fees start at \$30.00 with a monthly charge of \$19.95.

As with each stage one needs to do some research to find a solution best suited to their individual needs.

Maintaining the site should be done on a regular basis to provide new content and update events.

Once the domain has been registered, the site designed, a hosting company found, the site can then be published and will be on the Internet for the world to see.

If we can be of any further help, please call us at 773-478-9877.