

# Web sites

## A beginner's guide.

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We are based in St. Keverne Cornwall but our web servers are located strategically in London in order to provide the best resiliency and internet speed. We provide companies and organisations with email and web site facilities. We help organisations who have little to no expertise in this area to start maximising the benefit that they could receive by using Internet facilities. Our impeccable personal service is second to none.

If you are new to web sites then it can seem very confusing with lots of apparently contradictory information around. We have attempted in this short document to give a basic guide to having your own web site and the services that we can provide to you.

### Key Information

To create and maintain a web site you need to do three key things.

#### Domain registration

This is the name for your web site and is what people would type into their browser to find your site. A domain name is of the format `www.name.suffix`. It is important that the domain name is relevant to your operation. It will typically be either your organisation name e.g. 'samsmiths' or an indication of what you are doing e.g. 'luxuryshoes'.

There are a number of suffices than can be used. The most common are 'co.uk' for UK companies and 'com' for international (or USA) companies. . There is also a new domain name of .uk available. If you are operating only in the UK then do use a UK suffix since it tells your prospective users where you operate.

Once you have decided on a name then we will register it for you for which there will be an annual charge.

We can register a whole range of other suffices if appropriate.

#### Hosting

You will need a company who will host your web site. That means that they will allocate space on one of their web servers for your web site and link that location to your domain name on the Internet Nameservers so that when your domain name is typed into a browser it will know where to look to find your web site.

When selecting a hosting company the usual issues around performance, customer service and reputation apply. Without reliable hosting your site can disappear for short or long time periods or can be very slow to respond. Your web site is normally a very important part of the marketing of your business. You want to ensure that it is always available. We have been in business since 1978 and provide a very reliable and fast hosting service.

We have a number of hosting packages available which vary depending on the size and complexity of your web site and the number of visitors that you are likely to get. Our Bronze is normally sufficient for most small sites.

#### Web Site Development

We are able to undertake web site development to any level of complexity from a one page site to interactive responsive web sites and anything in between.

We are specialists in mobile/tablet friendly web sites and would normally develop a new site using our 'Responsive' (see below) web site engine.

You will need to supply text, graphics and photographs in electronic form.

We will happily quote for your particular requirements.

## Other things to consider

### Responsive web sites

Nowadays over half of all web traffic comes from a phone! So it is likely that the majority of visitors to your website will be viewing it from their phone. That is a lot of people.

It is important that people using phones/tablets can easily access your web site and therefore you need to consider having a 'Responsive' web site. A Responsive site can be as easily accessed on tablets and smart-phones as on a PC. It does this by being aware of the characteristics of the device that is being used to view it and adapting it's appearance accordingly. No more text that has to be expanded in order to be read, no more scrolling from side to side, no more drop-down menus that are hard to use on a touch-screen etc.

We have developed the capability using our unique AntEater Responsive technology of creating such sites at an economical price and we would be happy to do that for you. Our own site [www.woodstockskitz.co.uk](http://www.woodstockskitz.co.uk) is responsive as are two sites that we completed recently [www.rhodogroup-rhs.co.uk](http://www.rhodogroup-rhs.co.uk) and <http://www.west-cornwall-holiday-cottages.co.uk> Please look at it on your PC and then a tablet and/or smart-phone and see how they adapt to fit.

Having a mobile friendly site is now even more important since Google now uses your website's mobile-compatibility as a significant factor in your search engine ranking.

We are obviously happy to quote for new sites but if you already have a site then we can quote for the conversion of it to a Responsive design. Obviously at the same time you might wish to take the opportunity to make any changes to your site that you have been considering and we would be happy to quote for the whole task.

### Email addresses

Email addresses using your domain name give a professional image. As part of our hosting service we would set up appropriate email addresses of the form xxxxx@yourdomainname.suffix. Common ones are 'yourname@', 'info@' & 'admin@'. If required these addresses can be redirected to existing email addresses that you are using.

### Logo

If you have an existing Logo for your operation then you should use that on your web site. The logo needs to be in an appropriate format (.png, .jpg or .gif). If you have business cards or leaflets with a logo then the company who produced the artwork can normally provide such a graphic. If you do not currently have one then we can arrange for a graphic designer to create a logo for you for a fee. This can be an expensive approach. An alternative is to find an appropriate image on the internet.

### References

People who do not know of you get to your web site via either a search engine (primarily Google) or from links from other sites. These links are critical since not only do you get people coming across from those other sites but also the more and better links to your site the better Google ranking you get.

Other possibilities are local businesses with web sites. Use the web to find local businesses that have a non-conflicting activity and see if they do links. If they do then email them asking them to include you.

## Search Engine Optimisation. (SEO)

You will want Google and the other search engines to give your site a high ranking when someone searches for the things that you offer. To aid this your web site needs to be optimised to assist the search engines.

For all of our sites we undertake the technical structural items such as accurate page titles and easy navigation to assist with SEO.

However an important element is the wording on the site and the keywords that relate to your activities. It is important to be clear what 'Search Phrase' you think people will use to find your site. Users who know a lot about the topic might use different keywords in their search queries than someone who is new to the topic. Once you are clear about the key words then you should ensure that your Domain Name and text on the web site reflect that. We will also ask you for a short description & keywords for each page of your site which will be placed where the search engines know where to find them.

## Our services

Our approach is to discuss with any prospective client what they wish to achieve from having a web site.

We will then plan with them how the site will appear:-

- the layout for the web site
- number of pages
- graphics to use
- colours
- etc

At that point we will give you a fixed quote for the work. If you are happy with the quotation then we will ask you for the text and graphics (and a deposit) and we will get started. Until you have accepted the quotation there will be no charges.

## Our charges

**Domain Names.** In the case of 'co.uk' or '.uk' names the annual cost is £16 whereas a 'com' costs £26 for one year.

**Hosting.** Our Bronze package costs £45 per annum.

**Web Site development.** For a typical small site our development costs would be around £100 for the first page and £75 for each additional page.

Once the web site has been created we will charge for any changes at our standard rate for web design work of £36 per hour chargeable in 10 minute segments. Alternatively we will happily provide a quotation for the changes.

**The small print.** Hosting and Domain Name registration charges are payable in advance. For web design work we ask for a 20% deposit and the remainder is payable once the site is complete. VAT is chargeable at the standard rate on all of our charges.

Further details of our services and our charges can be found on our web site [www.woodstockskitz.co.uk](http://www.woodstockskitz.co.uk).