

Domain name & hosting

We can help you find a domain name that “sticks”. It should be related to your business, or showcase your name. Ideally, it would also contain the most important keyword related to your business for purposes of search engine optimization – however, this is not worth having a long domain people will have trouble spelling out right. The biggest, most popular sites out there all have a short and simple domain (think Amazon or Twitter).

The easiest way to get one is to let us register it with the same company that will be hosting your web site. A domain name needs to be occasionally renewed – pay your domain fee on time (you’ll be notified)! If you are late, you’ll lose it – this is a disaster for a popular, established web site.

A host is a company that keeps your web site on their computers and makes it available on the Internet. Expect to pay a small monthly hosting fee (about \$8/month). We can help you find an excellent host with a good reputation, low cost & lots of value-added extras.*

Free or super-low cost hosts are NOT recommended. Unfortunately, you get what you pay for, and a great looking web site that is often off line, or that gets hacked is of no value to you.

***Please, please, MAKE SURE YOU PAY YOUR HOSTING BILL!** Over 70% of our design customers (some with web sites that had cost up to \$8,000 to build) lose their web sites simply because they forgot to pay their hosting company. We WILL NOT have a backup of your web site two or five years after we built it unless you’re under the current maintenance contract – especially if you have a dynamic site you’ve been adding content to yourself.

Hosting bill is like your rent – you’ll have to pay it on a

regular, ongoing basis. If you don't pay, you can't come back a year later and expect the landlord (hosting company) to have saved all your furniture (your web site pages).

If you're not sure you'd be able to keep on top of all the bills and other maintenance, we'll be happy to do it for you for a small fee, but we'll need to know so in advance.