



Website Creation Guide.

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1 Introduction

This report has been created by Reason8 Limited as a guide for customers who wish to create a website **WITHOUT** using the systems and services offered by Reason8 Limited.

If you decide that you want to create a site using Reason8 services all the steps indicated in this document are dealt with by ourselves. All you have to do is add the content using our super easy editor. No downloads, no complexity, no hassle.

Establishing a web presence is a key factor for many individuals and businesses today. This process of establishing your web site online can be broken down into a series of easy to follow steps,

namely:

- 1) Write your web pages
- 2) Get a domain name
- 3) Purchase a hosting account
- 4) Put your pages on the web site
- 5) Get people to visit your site

The information in this document provides further detail on each of the steps required to get your own web site. ***We hope you find it useful.***

2 STEP 1 - Write your web page

The first task you will need to do is to write your web pages that you see when you visit a web site) using HTML (Hyper

Text Mark-up Language). This is the language that the internet is written in.

HTML is tricky at first but you will get the hang of it eventually. There are plenty of free HTML tutorials which you can find through your favourite search engine.

One of the best is HTML: An Interactive Tutorial For Beginners
<http://www.davesite.com/webstation/html>

If for some reason you do not want to have to write out all your

HTML code by hand (which is quite understandable, especially if you require a large web site) you can use an HTML editor.

There are two types of HTML editors that can be purchased:

- WYSIWYG (What You See Is What You Get) editors work like a word processor and write the HTML code while you design the web document. These editors don't require any knowledge of HTML to be useful.
- Editors which will insert HTML code ("tags") and highlight syntax.



These editors usually require some knowledge of HTML.

You can download free or demo HTML editors at software libraries such as <http://www.freewarehome.com> or <http://www.softseek.com>. A good one is Arachnophilia:

<http://www.arachnoid.com/arachnophilia/index.html>. Another excellent editor is SiteAid: (<http://www.amiasoft.com/siteaid>)

Every website has pictures, whether they be a main focus or just something to liven up the site. So where do you get some fantastic pieces of art to add some spice to your site?

If you are artistically inclined then you can always create your own. There are some outstanding free graphics packages available on the web as well as the excellent commercial products available. A good place to start looking would be <http://www.freewarehome.com> they have a large variety of freeware (completely free software) programs available.

For the less artistically inclined amongst us there are already some great images available on the web. In fact, there are literally millions available which you can use on your website. Some very useful sites for obtaining images for your web site include:

- Art Today - <http://www.arttoday.com>
- Animation Factory - <http://www.animfactory.com>
- Icon Bazaar - <http://www.iconbazaar.com>

3 STEP 2 - Get a domain name

By now you have written some brilliant web pages. Now all you need to do is put them online, right? Right. First you should decide on a domain name. A domain name is like a name for your site. For example, 'you.com' is a domain name.

Domain names come in many different flavours, such as .com, .net, .org, .edu and .gov. The last two are not available to the general public but you can get a .co.uk, .com, .net or .org address very easily. Domain names can be registered through Network Solutions or any other major registrar, such as Register.com. These registrars will charge you directly for their services. For example, currently

Network Solutions charge US\$35 a year for domain name registration.

Once you have chosen and perhaps registered your domain name then you will need to find a web host to host your site.

4 STEP 3 - Purchase a hosting account

A web host provides you with the space on the internet to put your web pages. That space usually comes with a number of different features and services.



Different web hosts provide different sets of features with each hosting account. Most web hosts have various hosting plans available so that you can choose the plan which best suits your needs.

Once you've written your new web pages you may want some CGI programs to make your site more interactive such as a guestbook, a search form, and a discussion board. You can also write your own CGI programs by learning to program from scratch (a good place to start is <http://www.cgi101.com>), or using your current programming skills.

Alternatively the web is full of free scripts which you can install on your site - a good place to find them is <http://www.scriptsearch.com> and similar script libraries.

5 **STEP 4 - Put your pages on your web site**

Getting your webpages and CGI programs onto the web is a little trickier. You can upload your site through the traditional method of FTP (File Transfer Protocol). All you need is an FTP client (software for uploading your web pages), many of which can be found on the web for free.

The leading FTP software packages have comprehensive help systems to make your job easier.

6 **STEP 5 - Get people to visit your site**

So you've got your new web site? The final step is to get people to surf to your website. The main way of getting your site 'out there' is to register it with search engines and then optimize your site so that the search engines will show it at the top of their listings.

7 **Conclusion**

As you can see, once broken down into a number of steps, setting up a web site goes from being a seemingly daunting task to manageable.

If you have any queries regarding the services that Reason8 offers please do not hesitate to contact our helpful staff via <http://www.reason8.com> or Call us on (+44) (0) 845 351 0414

Thank you for taking the time to read this report. Good luck with your web site!