

Frequently Asked Questions about Websites

by Ivana Katz

For many entrepreneurs, getting a website designed is a very scary and overwhelming task. Most people don't know where to start, what questions to ask and they don't understand the process.

So if you are thinking of getting a website designed, here are answers to some frequently asked questions, which you may have wanted to ask:

1. WHAT IS A DOMAIN NAME?

A domain name is like a street address or telephone number. The domain name points visitors to you on the Internet. The domain by itself is not your email or web address. The domain name, however, forms the base from which these addresses are derived.

For example:

Company Name:

Websites 4 Small Business

Domain Name: web4business.com.au

Web Address: www.web4business.com.au

Email Address:

info@web4business.com.au

2. DO I NEED TO REGISTER A DOMAIN NAME TO HAVE A WEBSITE?

The simple answer is NO. You do not need to have your own domain name. Your website can be created and hosted without it. Your website address will look something like this:

www.web4business.com.au/JBCleaning
OR

www.ozemail.com.au/~JBCleaning

The only advantage of not registering a domain name is that you will save yourself a few dollars.

The disadvantages of NOT having your domain name include:

1. If you decide to change your webhosting company or if that company goes out of business, you will lose your website address. Your website can be transferred to a new company, but your address will change. And that means re-printing stationery and re-doing all your advertising, notifying all your customers etc.

2. Website addresses that contain information other than your company name are long and hard to remember and do not appear as professional. Compare these two and see which one you are more likely to remember

www.ozemail.com.au/~JBCleaning

OR

www.JBCleaning.com.au

So it is a good idea to register a domain name, even if it is just to protect yourself for the future.

Say for example, your business name is JB Cleaning and you decide not to register your domain name for now. Along comes Joe Bloggs who opens his own

cleaning business and registers JBCleaning.com.au domain name. After a year you decide you want to have your own domain name, but since Joe Bloggs already owns it, you won't be able to register it. Not to mention your customers who know your business as JB Cleaning may visit his website, thinking it's your web address and instead hire Joe Bloggs Cleaning.

3. HOW DO I FIND OUT IF MY DOMAIN NAME IS STILL AVAILABLE?

Once you have decided on the domain name that you would like to register, you need to check if it is available. To find out, simply go to www.web4business.com.au

4. WHAT DO I DO IF MY DOMAIN NAME HAS BEEN REGISTERED BY SOMEONE ELSE?

PANIC! Just kidding!!! Simply call your web designer who can recommend alternative names that would be suitable for your business.

5. HOW DO I CHOOSE A DESIGN FOR MY WEBSITE?

The best way to start is by choosing a colour scheme - 2-3 colours are the best. If your company has a logo or preferred colours on its stationery that's a good start. For those of you starting from scratch, choose two or three complementary colours and stick with them - don't change colours on every page.

If you're not sure what colour scheme to choose, surf the internet and find a web-

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