

Web Hosting & E-commerce Options

The cheap & easy way to
"get on 'the Web'"



Presenter Background

- Taught a six-month government-sponsored class on entrepreneurship which included computer training (before the Internet and Web were used much).
- Asked to speak to a university class on writing for newspapers and magazines, using journalistic style, etc.
- Designed and developed many websites and maintain several at this time.

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Today's Presentation

- Let's take a look starting a website.
- We'll review **Web hosting**, and **e-commerce** options in light of:
 - Ease-of-use
 - Popularity
 - Rating
 - Pricing
- And answer your questions about these.

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DEFINITION: The Online Universe

- **Internet:** a network of computers—meaning computers connected with each other or that connect to each other—that connects all over the world. It includes FTP (file transfer protocol for transferring files), e-mail, websites, etc.
- **The Web:** The world wide Web (www) is the graphical part of the Internet, providing pages and sites of information, or websites, that can be linked to each other.

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DEFINITION: website

- Each website is just a set of files provide information to you, the visitor, and that tell other files what to do:
 - Show images
 - Link to document, file, or other website
 - Provide interaction like add items to a shopping cart

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Types of websites

- An information source
- A communication vehicle
- A distribution channel
- A sales engine

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An Information Source

- Search sites (Google, Yahoo!, MSN)
- News sites (CNN, MSNBC, FNC)
- Health (WebMD, Dr. Koop)
- Reviews (products, movies, games)
- Lists (Too many to list!)

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A Communication Vehicle

- Contact forms ("Contact Us," feedback)
- Forums and Posts (threaded discussions)
- Blogs (topical discussions and journals with feedback and threaded discussions)
- Community/Sharing Sites (MySpace, Kodak PhotoShare, Flickr, ShutterFly)

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Distribution Channel

- Documents (brochures, reports, recipes)
- Lists ("Top 10," books, music, people)
- Files (Anything!)
- Music (iTunes, Napster, Rhapsody)
- Videos (movies-on-demand, YouTube)
- Downloads (programs, upgrades, updates)

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A Sales Engine

- Products (Amazon, eBay, Overstock)
- Services (hotels, flights, car rentals)
- Other (houses, cars, music, videos, movies, books...anything!)

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DEFINITION: Web Hosting

- Remember, each website is just a set of files provide information to you, the visitor, and that tell other files what to do:
 - Show images
 - Link to document, file, or other website
 - Provide interaction like add items to a shopping cart
- These files need to be put somewhere that visitors can get to.
- Web hosting companies provide a place for these files.
- Most provide a way to pick designs and edit pages just like a Microsoft Word document—*without any expertise required.*

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DEFINITION: Domain Name

- There are two parts:
 - **Domain** (google, yahoo, youtube, myspace)
 - **Extension** (.com, .org, .net, and many more)
- A domain name is simply the name given to a website so that it's easy to remember.
- The domain part is the "address" or name of the website.
- The extension describes the type of website, but the one you choose is voluntary.

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Domain Names

- Your unique address on the Internet, for example www.BrownBagInteractive.com
- While .COM is the most common domain name extension, there are other extensions, including .NET, .ORG, .INFO and .BIZ as well as such country-specific extensions as .UK and .DE.
- Each domain name can be registered for a term of up to 10 years (with 100-year service available).
- COST: \$1.99 – \$34.99, depending on registrar (and often included in a **Web hosting** package)
(SOURCE: Network Solutions)

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Domain Name Extensions

- **.com** – a commmercial site, the most common extension used
- **.org** – a non-profit organization, though use of this is not restricted and is voluntary
- **.net** – a network, though sometimes used when a .com
- **.biz**, **.info**, **.tv**, etc. – new extensions
- **.us**, **.uk**, **.de**, etc. – country-specific such as United States, United Kingdom, Germany

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Choosing a Domain Name

- Can be 67 characters long, including the domain name
- Can use an existing domain name but with a different extension, if available
- Can include numbers and hyphens, and does not care about capital letters
- Should be short but memorable (Makes it easier to type for both reasons.)

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Web Hosting

- Choose one, like most, that provides templates—pre-designed pages with a professional look.
- Then you just choose a template, colors, images, and type in your text like you would in a Microsoft Word document.
- Some will design the site for you, but much cheaper than an independent consultant.
- Choose a solution that is rated well and that you like, you understand, that fits your style, budget, look, etc.—just like you choose a news site or shopping site.
- Most packages *include* one or more domain name registrations, and one or more e-mail accounts/boxes.

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DEFINITION: E-commerce

- A marketplace on the Internet. Electronic Commerce...consists primarily of the distributing, buying, selling, marketing and servicing of products or services over electronic systems such as the Internet and other computer networks.

(SOURCE: Wikipedia)

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Web Hosting & E-commerce Options

- Network Solutions
- 1&1
- Microsoft Office Live
- Amazon.com
- eBay
- And many, many more!

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Network Solutions: Web Hosting

- The biggest and oldest provider of domain names, meaning you're dealing with a proven, solid, long-term company.
- "Do-It-Myself" – Provides a nicely designed templates and images, and you do the rest.
- "Do-It-For-Me" – They can design a site for you as well.
- **COST:**
 - \$4.95/mo. w/ annual contract for 1-page website and 1 e-mail box.
 - \$9.95/mo. w/ annual contract for 5-page website and 2 e-mail boxes.
- **LINK:** www.networksolutions.com

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Network Solutions: Web Hosting Samples



Network Solutions: E-Commerce

- "Standard E-Commerce" – Ideal for businesses that...
 - are just getting started with e-commerce
 - want to accept card payments online
 - are looking for an easy-to-use shopping cart feature
 - don't need a customized Web site design
- **COST:** \$49.95 a month (plus \$49 one-time setup fee)
- **LINK:** www.networksolutions.com

(SOURCE: Network Solutions)

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Network Solutions: E-Commerce

- “Pro E-Commerce” – Ideal for businesses that...
 - want to customize the look and feel of a online store with powerful design tools
 - want to promote hundreds or thousands of products with different variations such as color and size
 - have an extensive product catalog and high sales volume
 - want to boost sales with promotions, coupons and discounts
- **COST:** \$99.95 a month (plus \$99 one-time setup fee)
- **LINK:** www.networksolutions.com

(SOURCE: Network Solutions)

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Network Solutions: E-commerce Samples



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1&1: Web Hosting

- **1&1 websiteBuilder** is a powerful tool that lets you construct a professional-looking site in minutes, with no programming experience or HTML know-how. And, since it's included at no extra cost with all Shared Hosting plans and Managed Servers, creating your website has never been more affordable.
- Flash animation takes your site from ordinary to extraordinary. And now with the **DynamicSiteCreator** from 1&1, building flash sites is simple.
- **COST:** Starting at \$4.99/mo. with the above tools
- **LINK:** www.1and1.com (Click on “Web HOSTING.”)

(SOURCE: 1&1)

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1&1: Web Hosting Samples



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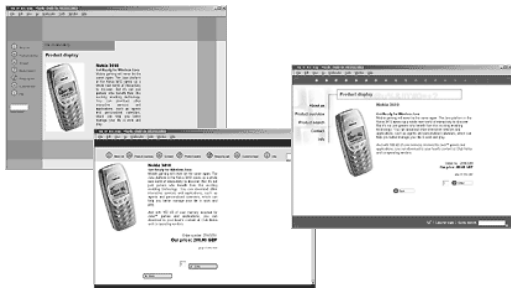
1&1: E-Commerce

- Creating your **1&1 eShop** is quick and easy! Once you've chosen the shop package you'd like, just click through the setup wizards to create your online shop. Built-in alerts help you avoid errors.
- **COST:** Starting at \$9.99/mo. for first level, Business eShop
- **LINK:** www.1and1.com (Click on "ESHOPS.")

(SOURCE: 1&1)

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1&1: E-Commerce Samples



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Microsoft Office Live: Web Hosting

- **Microsoft Office Live Basics** is the easy way to get started on the Web. If you have always wanted your own Web site, Microsoft Office Live has just made it easier — much easier.
 - Free domain name and Web hosting
 - Easy-to-use Web site design tools
 - 500 MB of Web site storage space
 - 25 company-branded e-mail accounts
 - website reports
 - Search advertising tool with \$50 credit*
- **COST:** FREE and receive a \$50 search advertising credit*
- **LINK:** <http://office.microsoft.com/en-us/officelive>

(SOURCE: Microsoft)

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Microsoft Office Live: Web Hosting

- **Microsoft Office Live Essentials** gives you the easy-to-use tools to create a professional Web presence, tracks sales leads, and stay in touch with your existing customers.
 - Easy-to-use Web site design tools
 - Free domain name and Web hosting
 - 1 GB of Web site storage space
 - 50 company-branded e-mail accounts
 - Access to e-mail and calendar with Windows Mobile-powered phones
 - website reports
 - Search advertising tool with \$50 credit*
 - Microsoft Office Live Business Contact Manager
 - Online workspaces for sharing information
- **COST:** \$19.95/mo. and receive a \$50 search advertising credit*
- **LINK:** <http://office.microsoft.com/en-us/officelive>

(SOURCE: Microsoft)

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Microsoft Office Live: Web Hosting

- **Microsoft Office Live Premium** is the most comprehensive of the Microsoft Office Live products and includes everything you get with Microsoft Office Live Basics and Microsoft Office Live Essentials, plus much more.
 - Easy-to-use Web site design tools
 - Free domain name and Web hosting
 - 2 GB of Web site storage space
 - 50 company-branded e-mail accounts
 - Access to e-mail and calendar with Windows Mobile-powered phones
 - website reports
 - Search advertising tool with \$50 credit*
 - Microsoft Office Live Business Contact Manager
 - Online workspaces for sharing information
 - Business applications to track projects and company information in one place
 - Plus more space, more users, and more tools
- **COST:** \$39.95/mo. and receive a \$50 search advertising credit*
- **LINK:** <http://office.microsoft.com/en-us/officelive>

(SOURCE: Microsoft)

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Microsoft Office Live: Web Hosting Example websites

- Some of the websites created using Microsoft Office Live:
 - www.dynabuildconstruction.com
Dynabuild Construction
Name: William Meyer
Using: Microsoft Office Live Basics
Location: Clearwater, FL
Industry: Construction
 - www.michaelstoutmortgage.com
Claron Mortgage Capital
Name: Michael Stout
Using: Microsoft Office Live Essentials
Location: Everett, WA
Industry: Mortgage Banking
 - www.30five.com
30Five.com
Name: Roger Haynes
Using: Microsoft Office Live Essentials
Location: Marlboro, MD
Industry: Technology Consultants
 - www.garagepadding.com
Parking Padding Solutions
Name: Paul Gryfakis
Using: Microsoft Office Live Basics
Location: Chicago, IL
Industry: Commercial Garage Padding
LINK: <http://office.microsoft.com/en-us/officelive/FX102038451033.aspx>

(SOURCE: Microsoft)

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Microsoft Office Live: Web Hosting Samples



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Microsoft Office Live: E-Commerce

- Microsoft Office Accounting Express 2007** is a FREE download that lets small businesses manage everyday accounting tasks easily and quickly. It is a separate service from Microsoft Office Live and is included FREE of charge to help small businesses manage their finances, get organized, and do business online.
- Works with **eBay**.
- Product Details
 - Start selling on **eBay**
 - Keeping track of customer quotes and invoices
 - Easily share information with your accountant
 - Credit card transactions can be processed quickly and securely via PayPal
- COST:** FREE
- LINK:** <http://office.microsoft.com/en-us/officelive/FX102036301033.aspx>

(SOURCE: Microsoft)

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Amazon.com:
E-commerce Example websites

- Here are just a few examples of Web sites built using Amazon technology:
 - www.seattlegifts.com
 - www.elementjewelry.com
 - www.shopacp-ep.com
 - www.thefoursome.com
- **LINK:** www.amazon.com (Click "Sell Items" at bottom of page)

(SOURCE: Amazon.com)

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Amazon.com:
E-commerce Samples



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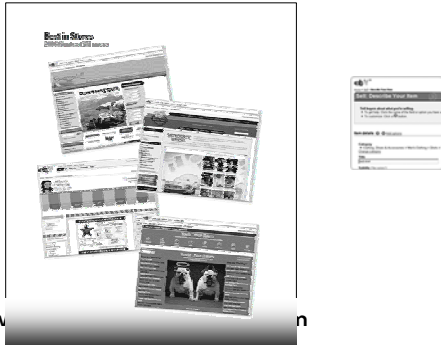
eBay: E-commerce

- **Simple** – Individuals and businesses alike can sell one or many items by completing the online forms. It's a great place to start till your selling volume gets large.
COST: Varies by volume for individuals and businesses
LINK: www.ebay.com (Click on "Sell.")
- **Start your eBay business** – Interested in starting a business on eBay? Open a fully customizable eBay Store to showcase your items, send out promotional emails to attract repeat customers, and list items for longer durations with lower Insertion Fees.
COST: Varies by volume for individuals and businesses
LINK: www.ebay.com (Click on "Sell.")
- **ProStores** – An eBay Company that enables small and medium-sized businesses to sell products and services online through a completely customizable virtual storefront using their own Internet address. This complete e-commerce solution includes domain registration and hosting, shopping cart, and secure credit card processing.
COST: Starts at \$29.95/mo. for first level, ProStores Business
LINK: www.prostores.com

(SOURCE: eBay.com)

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eBay: E-commerce Samples



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Summary

- Having a website is cheap and easy and requires no expertise.
- Selling on the Web is also cheap and easy and requires no equipment, servers, technical staff, etc.
- **The bigger question is: Do you have a product or service to sell?**

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Conclusion

- Whether you just want a website (**Web hosting**) or want to sell products and services on the Web (**e-commerce**), start with a well-rated, well-known solution provider like the ones shown today.
- Use a solution that provides templates, images, and everything you need without having to be an expert.
- If you need help getting started, contact the service provider and/or consider having them design the site for you.
- All things being equal, pick the solution you like, you understand, and fits your budget.
- Research, research, research – that's what the Internet is all about! Just read, ask, and decide!

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Q&A

- Questions?
- Comments?
- Suggestions?
- Personal Experiences?

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