

What's involved in setting up a website?

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Typically, there are three phases to setting up a website for presentation on the World Wide Web.

Domain Name

Domain names are somewhat similar to copyrights & trademarks, and are governed by an internet authority ICANN: Internet Corporation for Assigned Names & Numbers. This entity establishes guidelines for Domain Name Resellers, from whom you may purchase your domain name. The Domain Name serves to direct any request on the web to your particular website, and without Domain Names, we'd all be stuck with IP addresses, like xxx.xxx.xxx.xxx. When purchasing a Domain Name, it's best to make sure that the Reseller is accredited. The following links provide information about the process and a list of accredited resellers.

www.internic.org www.iana.org www.icann.org One can also query the WhoIs database (<http://www.internic.net/whois.html>) for the availability of a domain name. Typically, domain names sell by contract for a year or multiples of years, from about \$10 to \$25. webpointmorpheus uses Name Registrars, www.nameregistrars.net, for domain name registration.

Site Construction

Essentially, a website is no more than a set of files that are constructed, formatted, and programmed to be served through a web server on the World Wide Web. Construction of the site is the assembly of these files. The elements involved are usually, but not limited to, graphical elements, HTML formatting, programming of different types, database applications, animation, etc. The cost of constructing a site can be anywhere from free (or a barter with a friend) to thousands of dollars. The adage 'you get what you pay for' is very appropriate here. There are many 'template sites' available that use lots of clip art and stock graphics. These tend to be a little cheaper, and are not typically unique or reflective of the unique quality of the client. The [webpointmorpheus](http://www.webpointmorpheus.com) approach is slanted toward custom design and personal interaction with the client. This makes your site unique, and it will reflect the qualities of who you are, as well as what you do.

Launch Site

Once one has the domain name and the files that compose the website, they are uploaded to a web server. The web server is what's referred to as Web Hosting. The Web Host is the entity that takes responsibility for maintaining the server in a working order (no down time,) and in a secure state (no hacking or viruses). Domain hosting is available from many companies, and usually costs about \$10 and up per month.

The statement by [webpointmorpheus](http://www.webpointmorpheus.com) 'total solution web design' means that [webpointmorpheus](http://www.webpointmorpheus.com) offers all of the above: Domain Name Services, Site Construction, and Web Hosting. Additionally, [webpointmorpheus](http://www.webpointmorpheus.com) offers graphic design and programming of databases and forms for the web.