



Getting Started

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## Getting Started

So what do you need to get started with your own web site? All web sites need some basic parts. A name, somewhere to live, a way for people to find it and of course the actual web pages. The name is called a domain name and looks like Ozsys.com.au or Google.com and so on. Somewhere to live is called a host or web space and is actually some disk space on a computer that is attached to the internet and has a special program called a web server running on it. Well that's a simple description, but that will do for now. A way to find the host is called DNS (Domain name service) and this converts a domain name in to a number, like a phone number of the host called an IP address. Lastly you need the actual web pages and these are created with a special code called HTML which stands for Hyper text mark-up language.

## What's in a Name

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*“All web sites need some basic parts. A name, somewhere to live, a way for people to find it and of course the actual web pages...”*

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All websites need a name and this name is called a domain name. To get your own website name you need to purchase one from a domain name registrar.

For non country specific domain names such as something.com, something.net the registrar must be accredited by the ICANN (Internet Corporation For Assigned Names and Numbers) which is an international organisation that helps control the internet.

See <http://www.icann.org/registrars/accredited-list.html>

For Country specific names such as something.com.au or something.net.au where is usually an authority in the country in question. In Australia all registrars are controlled by auDA (.au Domain Administration Ltd) which is the policy authority and industry self-regulatory body for the .au domain space.

See <http://www.auda.org.au/registrars/accredited-registrars/>

The cost of your domain name will vary depending on the TLD (Top Level Domain) you wish to use; this is the last part of your domain name such as .com or .net.au . There are many TLD's both country specific and non country specific. If you wish to use a country specific domain name then you will need to satisfy the requirements of those countries for having a domain name.

In some cases there are no requirements in others such as Australia you must have a registered business name in that country. For the TLD com you can use the registrar godaddy.com and pay less than \$US 10.00 per year. For a com.au prices are currently around the \$A 30.00 per year mark.



## A Place to Live

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*“The place where web sites live, or exist is called a host ...*

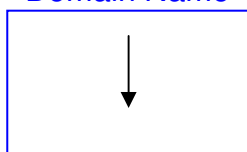
*Not all hosting can or will provide extra features...”*

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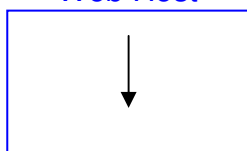
Now that you have a name for your web site you will now have to find somewhere for it to live. The place where web sites live, or exist is called a host, hence the term hosting. A host is a computer that is connected to the internet and is running special server software such as Apache web server, Bind DNS server, SMTP mail server, POP3 mail server. Servers are programs to server out information or data to other programs like a web browser or email client like Outlook.

Your website will need some disk space on the host where it will live. The more pages, text and images your website has the more disk space you will need. Also maybe your web site will have “dynamic content” and you will need to have a database in which to store this content. You may also wish to have features like automated email replies; these are often called “auto responders”. Another command feature are email lists, which allow you to send an email to a list of customers or clients that you have built over time. To control all these features of where your website lives there will often be a “control panel”. The amount of disk space or “webspaces”, features and control panel that you need will depend on your business and the host that you choose. Not all hosting can or will provide extra features, such as databases, auto responders or a control panel. Often the cheapest hosting packages do not include these features.

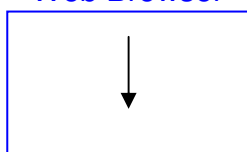
Domain Name



Web Host



Web Browser



Customers

## Does Size Matter

When speaking about disk space or webspaces you will hear or see the term Mb or Gb this means Megabyte and Gigabyte. A basic business website with a couple of email accounts will need a minimum of 100 Mb to store the actual website and have enough room to store emails while they are waiting to be collected and read.

You will also hear the term data transfer or bandwidth; this is referring to the amount of traffic that you hosting can supply. For example if you have a webpage that includes some images then maybe it's total “weight” is 150 Kb (Kilobytes) and you have ½ Gb data transfer. ½ Gb is equal to 524,288 Kb so this page could be seen 3495 times.

That's a lot of times and is in fact an over simplification as your bandwidth is also used up by email as well as the request for a web page as well as sending the web page. For most small business websites ½ Gb would adequate for their needs. For busier websites and bigger businesses with more email accounts you will need more webspaces and more bandwidth. It is usually easy to increase these to suit your needs.



## A Little Extra

Now days you will hear the term “dynamic content” or “CMS” (content management system) this usually means that the content of a website is stored in a database and not as plain text or “HTML” (Hyper Text Markup Language). When the content or part of the content of a website is stored in a database it becomes easier for the website owner to change the content and can mean that the content can be changed to suit the needs of the person visiting the website. A simple example is when you do a search on a website. The results depend on the search criteria and changes as the criteria changes the results, it is dynamic. If you have or need “dynamic content” then you will also need a database to store that content. Mysql database is one such database system.

There are other useful extras such as email auto responders that can be used to automatically reply to emails when you are on holidays. Another feature you may see is mail lists, these let you build lists of your clients email addresses and send them group emails in a way that lets them add and remove themselves from the list with ease. Other features include: password protected directories, file managers, backup systems, website statistics, email aliases and spam filters. Often these extras are included in hosting packages for free.

**ADVANCED**

- 500 Megabyte Webspace
- 5 Gigabyte Data Transfer
- 50 E-mail accounts
- 10 Databases
- 5 Sub Domains

**\$500 per Year**  
**No Setup fee**

**STANDARD**

- 200 Megabyte Webspace
- 1 Gigabyte Data Transfer
- 25 E-mail accounts
- 5 Databases

**\$200 per Year**  
**No Setup fee**

**ECONOMY**

- 100 Megabyte Webspace
- 1/2 Gigabyte Data Transfer
- 5 E-mail accounts
- 1 Databases

**\$100 per Year**  
**No Setup fee**

## Who is in Control

Many hosting packages come with a Control panel. These can allow you to control the different features of your web hosting package. Some control panel simply allow you to change your password, others have many features. An advanced one is ENSIM to see a demonstration of the Ensim website administrator follow this link <http://www.ensim.com/products/pro/demos/prolin40/Site/login.htm> Ensim also has a control panel for each user, you can see a demonstration here <http://www.ensim.com/products/pro/demos/prolin40/User/login.htm>

Having a powerful control panel with your hosting is important as it allows you to maintain and protect your website. Your Domain Name and your Website should be in your control not the control of the hosting company, domain registrar or website designer or developer.

## The Last Word

Ozsys Australia is a dedicated hosting business. Our interest is in ensuring that our customers are successful in their online business. You can contact by visiting our website at <http://ozsys.com.au>, by email on [admin@ozsys.com.au](mailto:admin@ozsys.com.au) or by phone 0400996667.