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ARTS ADMINISTRATORS ROUND TABLE



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Internet Basics

www.aartrochester.org

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Agenda

1. Domain Names

2. Web Hosting and Email

3. Developing the Site

4. Outsourcing

Domain Names

- Internet works on IP addresses
 - Values such as 66.203.36.156
 - Hard to remember
- Domain names translate to an IP Address
 - Values such as Google.com
 - Easy to remember
 - Translation done by DNS

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Top Level Domains (TLD's)

- Domain names are made up of hierarchical levels
 - The highest are TLD – Top Level Domains
 - .COM – Commercial
 - .ORG – Organization
 - .NET – Network
 - .US – United States
 - A two-letter abbreviation for each country

New TLD's

- Several new, non-traditional TLD's
 - .BIZ
 - .INFO
 - .NAME
- Complete list at
http://en.wikipedia.org/wiki/List_of_Internet_top-level_domains

Second Level Domains (SDL's)

- Second level domains are the commonly known part before a TLD
 - Yahoo.com
 - AARTRochester.org
- Can get the same SLD in each TLD
 - Google.com
 - Google.org
 - Google.net
 - Google.us

Subdomains

- Subdomains are below SLDs
 - www.Google.com
 - mail.Google.com
 - labs.Google.com
- Can use other domains without purchasing your own
 - myusername.blogspot.com
 - mysitename.freesevers.com

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How to Purchase a Domain

- Need to purchase the right to use a domain
 - Unique SLD and TDL combination
- Several companies with various rates
 - Network Solutions (netsol.com)
 - GoDaddy.com
 - Register.com

Costs for a Domain

- Vary per company
 - Samples (as of 10/9/2007)
 - Network Solutions
 - \$34.99/yr/1 yr \$14.99/yr/10 yrs
 - GoDaddy.com
 - .COM \$9.99/yr/1 yr \$9.49/yr/10 yrs
 - .ORG \$6.99/yr/1 yr \$9.19/yr/10 yrs
 - Register.com
 - \$35.00/yr/1 yr \$150/10 yrs
 - Some hosting companies include the domain cost – check in advance!

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Domain Expiration

- Remember you are only buying the right to use the domain for a set period of time
- Don't forget to renew before it expires or someone else may take your name!
- Can legally challenge the right to use a particular domain

Web Hosting and Email

- Once you purchase the domain, you only have the right to use it for the period purchased
- Need to have a service to put with the name
 - In terms of a telephone, think of the domain as purchasing a phone number, such as an 800 number
 - You still need a service behind that number to use it

Web Hosting

- Two major classes of hosting
 - Linux
 - Linux (operating system)
 - Apache (web server)
 - MySQL (database server)
 - PHP/Perl/Python (scripting language)
 - Windows
 - Windows (operating system)
 - IIS (web server)
 - MS SQL Server/MySQL (database server)
 - PHP/Perl/Python (scripting language)

Features of Hosting

- Disk Space
 - How much room do you need?
 - Basic site, text, images 10 MB – 100 MB
 - Plus audio 100 MB – 500 MB
 - Plus video 500MB – 2 GB
- Data Transfer
 - How popular is your site?
 - Amount transferred per visitor multiplied by number of visitors per month
 - Usually not an issue

Email Hosting

- Number of Addresses
 - Amount of space per account
- Type of Access
 - POP3/IMAP
 - Requires program on PC
 - Outlook Express / Outlook
 - Thunderbird
 - Web Mail (via web site)
- Email Forwarding
 - How many?

Hosting Costs

- Sample Costs (as of 10/9/2007)
 - 1&1 (<http://www.1and1.com>)
 - 10 GB space 600 email \$3.99/mo
 - Personally recommended
 - GoDaddy.com
 - 5 GB space 500 email \$3.59/mo
 - Yahoo! Hosting
 - 5 GB space 200 email \$11.95
 - Network Solutions
 - 7 GB space 50 email \$9.96

Developing the Site

- Need to create each page in HTML
- Many books available
- Can be done “by hand”
 - Notepad
- Many “WYSIWYG” programs
 - MS FrontPage
 - Adobe DreamWeaver
 - MS Word, Excel, PowerPoint

Content Management Systems

- A Content Management System (CMS) can also be used
- Easy management without needing to know HTML or programming
- Many are open source
 - Free!!!!
 - List and demos available online at <http://www.opensourcecms.com/>

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Recommended CMS's

- Drupal
 - <http://www.drupal.org>
- Joomla
 - <http://www.joomla.org>
- Mambo
 - <http://www.mamboserver.com>

Web-Based Applications

- Besides the public side of the site, you can also run applications on the site
 - Restricted by logins
 - One popular option is SugarCRM
 - CRM = Customer Relationship Management
 - Open Source
 - FREE!!!!
 - <http://www.sugarcrm.com>

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Outsourcing

- Can have all setup, hosting, design, and creation done by consultants
- Very costly!!!
- In Rochester
 - Corporate Web Services
 - <http://www.cws.net>
 - MLT Group
 - <http://www.mltgroup.com>

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CWS Sample

- 12 Pages (page = letter size paper)
- 3 hours programming (not a lot!)
- 1 hour per month for updates
 - Each additional hour \$99
- Includes hosting
 - 200 MB space 20 emails
- Setup one-time fee \$2,499
- Monthly \$99 (as of 10/9/2007)

Questions?

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