Robert Andrews – robert@robertandrews.com

Internet Basics
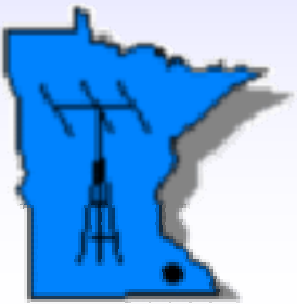
Agenda

1. Domain Names
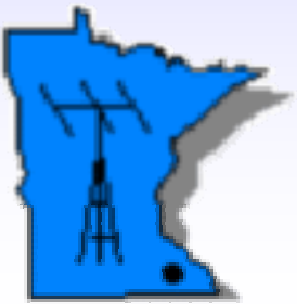
2. Web Hosting and Email
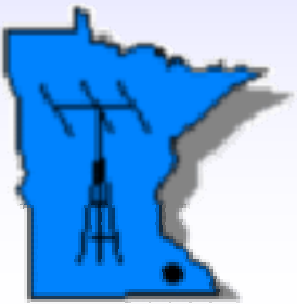
3. Developing the Site

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
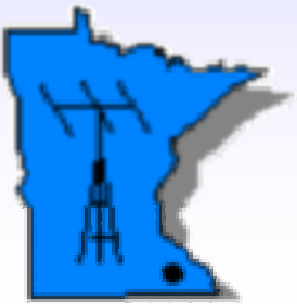 - Translation done by DNS

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
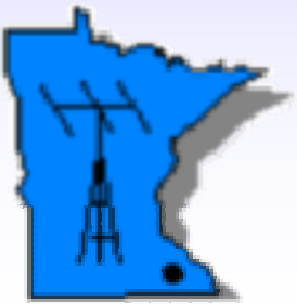   - A two-letter abbreviation for each country

New TLD's

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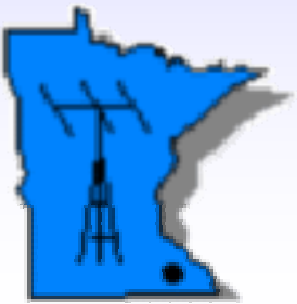 http://en.wikipedia.org/wiki/List_of_Internet_top-level_domains

Second Level Domains (SLD's)

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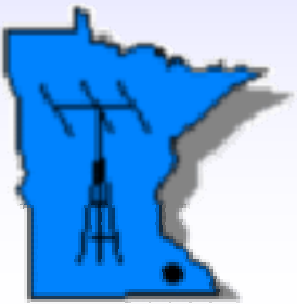 - Google.org
  - Google.net
  - Google.us

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
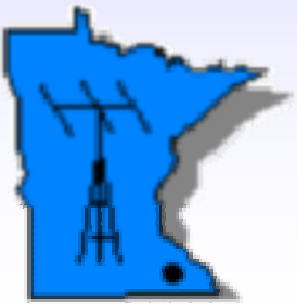 - mysitename.freeservers.com

How to Purchase a Domain

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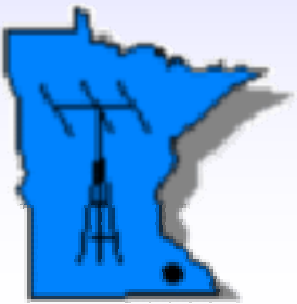
Costs for a Domain

- **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
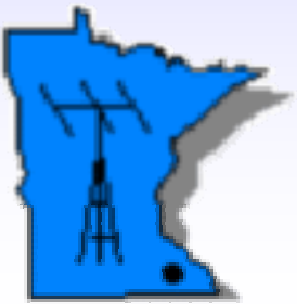 - Some hosting companies include the domain cost – check in advance!

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!

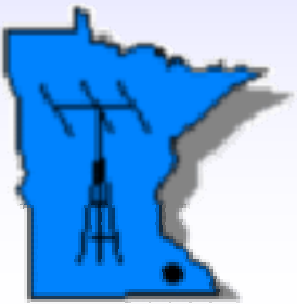- Can legally challenge the right to use a particular domain

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
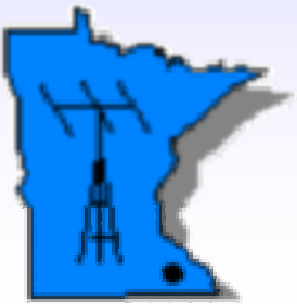
Web Hosting

- 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)
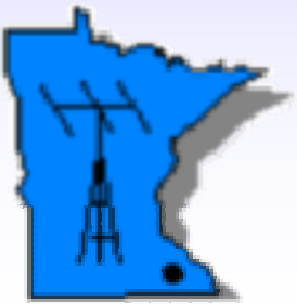   - PHP/Perl/Python (scripting language)

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
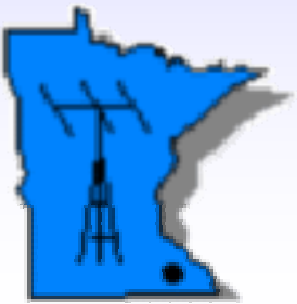   - Usually not an issue

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)
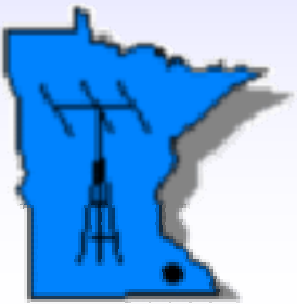- **Email Forwarding**
  - How many?

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
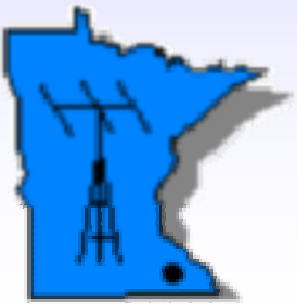 - Network Solutions
    - 7 GB space 50 email $9.96

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
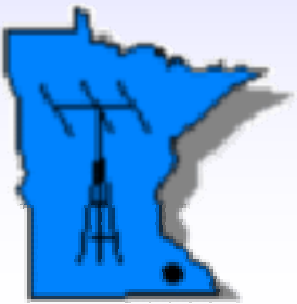 - MS Word, Excel, PowerPoint

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!!!!
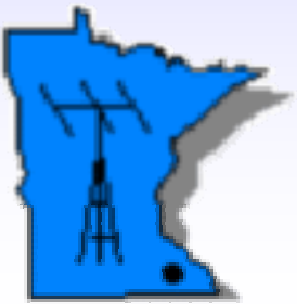 - List and demos available online at http://www.opensourcecms.com/

Recommended CMS's

- ## Drupal
  - http://www.drupal.org

- ## Joomla
  - http://www.joomla.org

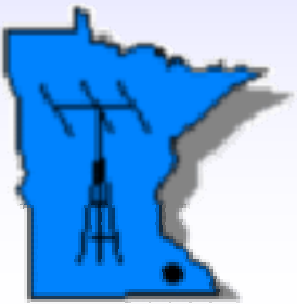- ## Mambo
  - http://www.mamboserver.com

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
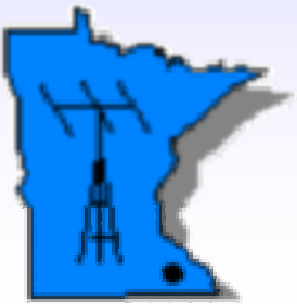   - Open Source
      - FREE!!!!
    - http://www.sugarcrm.com

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

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?