



Frequently Asked Questions

The One Hour Website

For an electronic copy of this document, go to www.1hrsite.com

What is a website?

- A set of files: text, images, styles, programs
- Residing on a web server (a PC running a special program)
- Connected to the Internet

What can a website do for you?

- Answers questions about you or your business
- Displays portfolio of work, catalog of products
- Attracts new customers via search engines
- Provides a service: informs, teaches, entertains
- Does ecommerce

What kinds of sites are there?

- Single page: Place marker
- Multipage site or Blog: Provides information
- ecommerce site: Sells products or services
- Matchmaker site: Links individuals: Uber, Match.com, eBay

Instead of a website, what alternatives are there?

- Facebook page
- About.me
- Instagram
- LinkedIn

How do you create a website?

- Hire a developer/designer (\$\$\$)
- Do it yourself using HTML and CSS
- Use a Website Builder: Squarespace, Wix, Shopify
- Use a Web Content Management System such as WordPress

Where do you put your website?

- Your home PC [not safe]
- A domain hosting service: Hover, GoDaddy
- A website provider service: WordPress.com

What do you need to create a website?

- Pictures
- Text
- Optional: domain name

How much does it cost?

- Developer/designer: \$1,000 - \$5,000 + maintenance fees
- Do it yourself: ~ \$250
- Use a Website Builder: \$5 - \$20 per month
- Use WordPress.com: Free

How much time does it take?

- Developer/designer: ~ 5 hrs
- Do it yourself: ~ 20 – 200 hrs
- Use a Website Builder: 1 hr
- Use a WordPress.com: 1 hr

What is the easiest way to create a website?

- Use a Website Builder
- Use a WordPress.com

Who offers easy website-creation tools?

- WordPress, free, blog oriented
- Squarespace, starts at \$8/mo
- Weebly, starts at \$4.96/mo
- Wix, \$5/month

How can I get people to see my site?

- Convince other sites to link to it
 - Trade links with other sites
- Follow Google's advice
- Update the content regularly
- Promote on other media and social networks

What advice does Google provide?

- Submit your website to Google: [Submit URL](#)
- Check the status of your site in [Search Console](#)
- Can Google see your pages? [Fetch as Google](#)
- Read: Steps to a Google Friendly Site
<https://support.google.com/webmasters/answer/40349?hl=en>
- Read Google's Webmaster Guidelines
<https://support.google.com/webmasters/answer/35769>
- Read: "How Google Search Works"
<https://support.google.com/webmasters/answer/70897?vid=1-635794248492601274-3389520005>

What is the most important part of a website?

- Pictures
- Useful text

How can I get good photographs?

- Use a stock photography service
- Hire a photographer
- Take your own pictures

How can I take good photographs?

- Provide good lighting
- Use “daylight” fluorescent bulbs
- Provide a good, plain background
- Frame the subject
- Crop unnecessary parts
- Use a tripod

What is the best way to photograph people?

- Take several shots
- Try different facial expressions
- Try different angles
- Use even light to avoid shadows
- Have subjects “turtle” to avoid double-chins

What is the best way to photograph things?

- Be careful with lighting to avoid reflections

How do I prepare the images for the website?

- Find out the maximum resolution for that part of the website
- Use a good photo-editing program
- Crop your picture to a multiple of the resolution needed
- Resize your picture to the resolution needed
- Enhance lights and darks
- Sharpen the picture

How often should I update the website?

- Depends on how “perishable” the content is
- To attract interest from Google, add a blog entry once per week

What kind of text should I have on the website?

Answer the “W” questions:

Who, What, Where, When, Why, How
Better: Why, What, Who, How, Where, How much

“Why” is the most important question
Why should people come to your site
Why did you create it?

See: Simon Sinek *Start with Why* or his [Ted Talk](#)

“Who” = Who are your customers? Then, who are you?

Be honest and personal

There is so much hype on the Web, honesty really stands out

How much can I copy from other websites?

Copy ideas and general designs

Give credit to the site where the ideas are from

Copy “clip art” and public domain images

Do not copy: images, music, text

How do I get a domain name?

Go to: [godaddy.com](#)

Better: [hover.com](#)

Cost: \$10 – \$20 per year

WordPress will charge \$30/year to link name to site

Which new trends should I be aware of?

Web traffic is increasingly from mobile devices

Google is pushing sites to use “https” secure connections

Google searches will usually bypass your home page

What dangers should I be aware of?

Don’t put your personal email address on your site

Create a new account. Possibly have it forward to your main account

Junk comments: These simply attempt to promote some other site

Hackers can infect an unguarded site

Scam artists will offer to increase your Google page ranking