



Frequently Asked Questions

The One Hour Website — Summer 2016

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: 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, free

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