



# Frequently Asked Questions

## The One Hour Website

For an electronic copy of this document, go to: [www.1hrsite.com](http://www.1hrsite.com)

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### What is the class website?

Go to: [www.1hrsite.com](http://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

### 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/7089?vid=1-635794248492601274-3389520005>

### What is the most important part of a website?

Pictures  
Useful text

### How can I get good photographs?

Stock photography services:  
[www.shutterstock.com](http://www.shutterstock.com)  
[www.istockphoto.com](http://www.istockphoto.com)  
[www.stock.adobe.com](http://www.stock.adobe.com)  
Free stock photography services:  
[www.unsplash.com](http://www.unsplash.com)  
[www.pixabay.com](http://www.pixabay.com)  
[www.pexels.com](http://www.pexels.com)

### 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

### 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 remove unimportant items and background elements
- 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
- What is your story? People love to read stories

### Where can I get sample text?

- In Microsoft Word, enter: =rand(5,6)
- Or enter: =lorem(5,6)
- (for 5 paragraphs of 6 sentences each)
- Random Sample Text:
  - [www.cameroncreative.com/filler-text.html](http://www.cameroncreative.com/filler-text.html)
  - [www.elsewhere.org/pomo/](http://www.elsewhere.org/pomo/)
- Terms and Conditions Sample Text:
  - <https://termsandconditionssample.com/>
- Sample Copyright Notices:
  - <https://termsfeed.com/blog/sample-copyright-notices/>
- “Contact Us” Page Samples:
  - <https://blog.hubspot.com/service/best-contact-us-pages>

### 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 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