



Why you need a website

An introduction to websites for small businesses

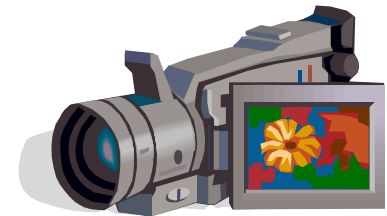
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What I'll be covering

- ▶ A quick guide to websites and how they work
- ▶ Why every small business needs a website
- ▶ How to get your own website
- ▶ Conclusion

So... What is a website?

- ▶ A website is like a magazine you can read on your computer wherever you are in the world.
- ▶ Like a magazine it's made of 'pages'.
- ▶ Each page can contain :
 - Words and pictures
 - Sound
 - Video
 - Games and more
- ▶ Each item on a web-page is a separate file.



The web-server

- ▶ Across the world there are computers that are storing all the files that make up a web-site. They are called web-servers.
- ▶ These computers are connected to the Internet 24 hours a day, 7 days a week.



The web-browser

- ▶ You will use a computer programme called a browser to view web-pages.
- ▶ You tell the browser what website you want to visit (e.g. <http://www.crea.co.uk>)
- ▶ The browser uses that address to find out where the web-server is in the world.
- ▶ The browser will ask the web-server for all the files it needs to show you the website.



How to get a website

- ▶ For a website you need:
 - A domain name (e.g. www.crea.co.uk)
 - A web-designer or web-developer
 - Hosting (a web-server to store your files)

The domain name

- ▶ A domain name is a human-friendly name for your website such as www.crea.co.uk
- ▶ A domain name is only leased from the domain name authority to issues it
- ▶ It must be renewed regularly or you could lose it!
- ▶ A domain that ends in .co.uk costs about £2.99 a year to register. A .com address is £9.99 a year.

The web-designer

- ▶ Someone needs to create your website for you
- ▶ Advantages of paying a professional:
 - Good design principles to help market your brand
 - SEO to help people find your site
 - Legal requirements should be addressed
 - Advanced features to keep customers using your site
- ▶ Advantages of doing it yourself
 - It costs from £150 upwards for a professional and it *is* possible to create a reasonable web-site yourself if you get some help.



Hosting your site

- ▶ Hosting is storing your website's files on a web-server to make it visible on the Internet.
- ▶ Hosting is available at different levels
 - Shared (£8 - £15 per month)
 - VPS - Virtual Private Server (£15 - £35 per month)
 - Dedicated Server (£30 to £100 per month)
- ▶ Hosting is an on-going cost of having a website.



Why you need a website

- ▶ Constant promotion for your company
- ▶ Reach customers inaccessible by other means
- ▶ Your contact details are easily found
- ▶ Newsletters, electronic forms and 'live-chat'
- ▶ Potential to trade globally
- ▶ Even if you don't have a website, competitors probably will!



Using Social Media

- ▶ Social Media is currently the ‘in thing’ online.
- ▶ To some, not being involved in it can almost be as bad as not having a website!
- ▶ Depending on your business, consider using :

Twitter (www.twitter.com)

Facebook (www.facebook.com)

LinkedIn (www.linkedin.com)

Website accessibility

- ▶ The Disability Discrimination Act 1995 and the amendments of 2005 require all companies to make “reasonable adjustments” to ensure their websites are accessible to all.
- ▶ This usually involves alternatives ways of using the site for people that need help.
- ▶ A site must be usable on a ‘screen reader’.



Conclusion

- ▶ There isn't a company trading today that can afford to be without a website
- ▶ It doesn't have to be expensive. On a tight budget a self-built website could cost only £50 a year including the domain name!
- ▶ Let CREA know if you'd like to attend a course that will guide you through this process!