



# Frequently Asked Questions

## The One Hour Website — Fall 2015

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### What is a website?

A set of files: Text, images, videos, 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: 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  
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 a Web Content Management System: 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 Web Content Management System: 1 hr

### What is the easiest way to create a website?

Use a Website Builder  
Use a Web Content Management System

### 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  
Follow Google's advice  
Update the content regularly

### What advice does Google provide?

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>

Check the status of your site in Search Console

### **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
- 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