

## A Guide for You to Get Started



**1) URL name:** You may have most likely have decided on a business name, but it still may hinge on what url web address (".com") you can get. I would recommend www.GoDaddy.com for the reason that you can search and buy with the reassurance the domain will not be purchased by someone other than you upon revealing that you wish that domain name. This pdf recommends some pointers you may not have considered fully:

- Stay with a ".com", second best isn't really .net, it could be .biz, or .org if those are available and applicable.
- Avoid periods "." or hyphens "-". Most people have trouble recalling these urls, and they are hard to describe quickly in spoken words.
- Watch out for numbers, you will need to tell the listener whether its "number 8, or "the word eight". But some numbers 2 and 4, can be useful to be creative.
- Avoid standalone o's (letter o) and 0's (zeroes) they may be confused when written out, the same happens with I's and 1's. Sometimes it all depends on the font used, they can look very similar.
- If your URL is taken, think about simple modifications. Some modifications are listed below:

### Taken

Thecarpetstore.com

TomsAutoRepair.com

### May not be taken

CarpetStoreSD, OurCarpetStore.com, SDCarpets.com

TomsAutoSD.com, TomsAutoService4U.com

Taking out or adding "the", adding SD, LA, or SF, using "car" instead of "auto", adding "great", 4U, "all", "best", "your", "my" can all give an untaken name.

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Remember, the URL doesn't need to be your business name, but it should be related of course.

**2) Determine How Much Assistance You Will Need:** Start considering how much assistance in all this you will need. And basically that falls into these categories: writing the content, supplying the photos, deciding on lettering styles, making the site, hosting the site, and maintain the site. A site has three components

A) **The URL** ".com" address. It's best you buy this so you always own it.

B) **The hosting.** Where and what server it is "parked at". Consider your hosting choices. It's not that expensive, sometimes free, but you may get ads, and you may not have control over what is advertised or tracked on your very own site. If I design the site, I can always upload it for you onto your new space. If I make the website, and it's a non-e-commerce site, it possibly can be hosted for free on my server space. This will be transparent to your viewer and is changeable on your wish. Know if Pacific Rim Web hosts I will be the designated person to make changes when needed, which isn't a big process, and usually done gratis. If you decide to take on management of the site, I can do simple instruction, and possibly grant you access to that sector of the server. Just know all of us hosting providers are given a set amount of overhead numbers for granting server permissions and how many e-commerce (database driven, larger sites) we can host as a provider. We can host unlimited sites, but only a set number of webmaster access permissions. We don't mind doing free updating rather than granting a slot used only for infrequent changes.

C) **The site itself.** It needs to be constructed with the various computer languages depending on what's needed. A subcategory is the graphics that need to be constructed. I supply most custom graphics for any site I construct. If the number of graphics gets larger, then we can discuss price/ amount. But know logo design offerings can be included gratis

**3) Buying the URL:** The general rule is to: buy any URL you think you might use. You can always extend the time for an additional fee later. You can also have multiple URLs leading to your site if you wish. I trust GoDaddy because I know that once anyone knows a URL is a desired URL, the small \$2.99 they pay to get it greatly pays if they re-sell it to you for hundreds or thousands of dollars. GoDaddy does not do that. Watch

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out for third party sites that offer to build sites for free and buy your URL for you. You may not own the URL outright and can pay huge second-year, etc. fees.

If we have discussed hosting, and you qualify and wish to have Pacific Rim Web free hosting, have the site "pointed to" / "parked to": **107 . 180 . 2 . 125** this is the Pacific Rim Web holding area. This allows me to access the URL and work with it. I can give you my "ID" number by email so you can allow me permissions right away. Of course, be assured and know you own this URL, all this can be changed to your preference at any time.

**3) Determine what type of site you want:** There is a myriad of decisions here, but a good rule is:

It needs look good on phones, tablets, desktops, and laptops. Multiple pages are good, but most phones users would rather scroll through just one single page when possible. Flashy intros are great, but won't be viewed often after a first viewing. "Mobile First" means more and more sites are being viewed on phones and tablets, so web developers are starting to prioritize this.

Think about what you would want to see: services, location, names, contacts, addresses, phones, and emails all on a good fast-loading page. Maybe some links to your social media, and then the rest is more individual."

**4) Think about what colors you wish to use.** Branding, font (lettering) style, and about how many pictures, and of what, you want throughout the site.

**5) Your content.** Think about lettering styles, contact info you wish, and do you want certain reviews transferred over from Yelp, or any customer reviews at all. Do you wish a Google Map imbedded? Do you want prices listed? Photos of past work? Galleries? Photos of your staff (they need to sign model releases to allow use of their images. This is a list of some things possible to include:

- Large photo spread across the top.
- Lettering styles similar to your business card style.
- Downloadable fact sheet, more technical items on a printable PDF (like this).
- A form they can email you with. Not much of a step above just supplying an email, but it will send a set amount of data.
- Picture gallery, or several.

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- A frequently asked questions section.
- A live, workable Google Map.
- Video embedded. This can be linked to YouTube, or completely independent, or both.
- Drag n' Drop capability.
- Bootstrap B<sup>3</sup> ("B-Three") allows scaling to phones, tablets, or desktops. These types of sites may change in style as the screen gets smaller due to phones not having the abilities of full-size computers. They actively accommodate different size screens and devices by dropping out things, and shrinking others.
- Links to social sites.
- Photos in the background.

**6) When you have a good idea in mind, or want to talk about ideas:** Once a good idea is in place, or questions need to be asked, feel free to contact me so we can start shaping out the idea, maybe go through templates. My fees are very reasonable and understanding. I will not add extra for just minor additions, features, or changes. I generally actually enjoy supplying sites for an affordable price, and most all very much are happy with the sites I produce.

Get started, and take care!

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