Getting Online!

If you're looking to setup a website, use our useful guide below to ensure you have considered all requirements.

Step 1: Domain Name

First thing you need to consider is the web address you want to be found by, known as the domain name. For example google.com is the main domain name for Google. If you know the name of your business already, then try finding a domain name to match that at any Domain Registrar, such as GoDaddy.

Estimated Cost: £15-£20 per annum.

Tips:
1. You can use a - to break up words in the domain name.
2. Consider whether you want it to be a .co.uk, just .uk or whether .com or .org is more appropriate.
3. Consider protecting your brand by purchasing multiple domains so you end up owning the .co.uk, .uk and .com domain, for example.

Step 2: Website Design

Do you already have a brand? Does the brand need a refresh? Your website should compliment your brand identity so if you don't have a brand identity, this should be your starting point. Once you understand your brand the website design will just flow. Make sure any design you get is responsive so it displays well on mobile and desktop.

Estimated Cost: £800-£1200

Tips:
1. Gather a list of websites that you like the look of, even if it's just elements of another site
2. Consider whether you will be supplying the images and text or whether this also needs to be part of your designers role.

Step 3: Website Development

This is the functionality of the site, what do you need it to do? What do you need to be able to do? It can be anything from a simple contact form to an e-commerce site. If you will need to make regular changes to your site then you will need a Content Management System (CMS), such as Wordpress.

Estimated Cost: £1500+

Tips:
1. Make a list of all the functionality you want from your site
2. Consider how you may develop it in the future so development now is future proofed
3. Assume no limits!

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Step 4: Website Hosting

Once you have a website ready to go it needs to sit somewhere that your domain name can then point to. The type of server you need will depend on the traffic you anticipate so a low traffic site will just require a shared hosting environment, whereas a high traffic site should consider a private server (VPS). If you require email accounts this needs to be taken into account when considering the disk space you need.

Estimated Cost: £6 - £60+ per month

Tips:
1. There is no requirement to have your website and emails hosted at the same place. For example you may choose to have Google or Office365 manage you emails and therefore just need website hosting space.

Checklist

Task	Notes
Choose a domain name (.co.uk, .uk, .com)	
Website Design (brand, sites I like, images)	
Website Development (functionality I need)	
Website Hosting (expected website traffic, heavy database usage, email hosting)	