Website & Email Fees & Website Anatomy Explainer

Interested in WEBSITES?! Great! Businesses want or need a website for different reasons! You might be looking to sell something, in which case your website would be an 'ecommerce' website. You might want to have it for sending customers to so that they can get more information on your product or service.

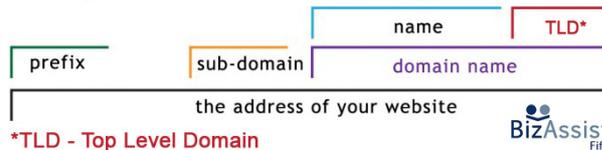No matter what you need a website for, there are 4 elements that stay the same:

1 - A domain name (www.**yourbusiness.co.uk &** info@**yourbusiness.co.uk)**

What is a domain name? Think of it like a street sign for your customers to find your website and email services.

AKA 'web address' or 'URL'

A domain name has a structure:

A domain is not something you OWN - you can only RENT a domain name - it is yours for as long as you pay your rent! The controlling body for UK domains is Nominet and you can find their domain explainer here:

http://www.nominet.org.uk/uk-domain-names/about-domain-names/what-domains-are

Domains I manage cost approx £12-£20+ per year depending on the TLD. (.co.uk is the cheapest and most relevant for most businesses, as it ties in with your geographic location and represents business)

2 - Website Hosting

What is Website Hosting? Think of this like the land your home (website) is built on. You rent web hosting, just like a domain name, as it would be far too expensive to set it up yourself.

Websites need to live somewhere, this is called 'hosting' and most of the time they live on computers (servers) in a data centre somewhere far away. The data centres use electricity to power the computers and the air conditioning to keep the data centre cool - They also use very high speed internet connections to enable users to get to what they want and need quickly, never mind the physical space and the security measures within the centre.

Hosting I manage costs approx £60-£400+ per year depending on what is required. For example, it doesn't cost as much to host a small 1 page site with little on it as it would a huge ecommerce, highly responsive website like Amazon, for example.

3 - The Website itself!

What is a Website? Think of this like the house that stands on the 'rented land' above (Web Hosting). You can either pay someone to build you a website, build one yourself or you can even get a pay monthly website.

A 'Website' is often a collection of web pages, which are coded documents (html) that users on the internet can view using a web browser (ie, Internet Explorer or Google Chrome) A website is found by using the Domain name directly and through search engines & internet marketing. A good website should serve its purpose - either information distribution or selling a product or service - it's yours and your web designer's job to make sure it does this.

Websites I create cost between £60-£400+ as a one-off cost estimated on time @ £35p/h depending on what is required. Normally COPY (the text that fills the website) and SEO/Internet Marketing are not included in any build costs, but don't worry! I can help you with that too!

4 - Email (& Productivity) Services

Business Email - Think of this like the postal service to your business - it looks good to your customers to be using your domain email, it's professional and authoritative. Please see the 'Why Business Email' for the full range of benefits.

Business email services I offer come in 2 flavours: **IMAP** and **Exchange**.
IMAP is a cheap, simple mail service that gives you the benefits of having a professional look to your emails. You can use it on your phone as well as computer and webmail.
Exchange is a business class solution that caters for mobile working, synced Email, contacts, calendar, tasks and notes as well as giving you cloud storage space (with integrated backup and shared working) to enable a business to make the best use of their time.

Like hosting, both **IMAP** & **Exchange** use computers (servers) in data centres and that's why it costs money.

Email services I setup and manage cost approx £15 per year for an IMAP service and from £4 per month (£48 per year) for an Exchange service (payable directly to the supplier). It takes at least an hour to setup exchange, therefore I charge for setup, from £30, (depending on the number of user mailboxes).

Other stuff....

Yes, there is more... Now you have your sign post (domain), land (hosting), postal service (Email) and built your website, the only thing missing are.... ROADS! Roads to get customers to your website.
What do I mean by roads?

Internet Marketing - This is a generic term that includes all of the below plus more...
SEO - Search Engine Optimisation (and submission) I submit my clients websites to search engines for them.
Social Media - A great way to get people to your website
Offline Routes - Like business cards, leaflets, etc. - Never underestimate traditional marketing!

I hope this information has explained the basics for you; **please get in touch if you need my support or have any questions. - Ross**

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FIFE IT SUPPORT

Understanding Websites Guide - Think about it like a house

WWW.MYBUSINESS.CO.UK

ROAD SIGN

DOMAIN (Yearly Rental / Service)

HOUSE (including contents)

WEBSITE (Includes design and copy)

Pay to have the website built in one go or pay it in stages. Most web designers won't provide the copy (text) for your website, you will probably have to supply it.

POSTAL services

EMAIL (Yearly Rental / Service)

FOUNDATION

TECH PLATFORM (ie, Pure HTML, Wordpress, AJAX, etc)

LAND

HOSTING (Yearly Rental / Service)

As you can see most things to do with your website are rented and never owned

DOMAIN = **ROAD SIGN** (How folk find you)
EMAIL = **POSTAL SERVICES**
HOSTING = **LAND** (Where your website lives)
WEBSITE = **HOUSE** (Theres lots of different kinds of websites)

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