

# So you want to get yerself a web page...

Think you want a web page but don't know where to start? This section is for you. As you read this, you may come across terms that are unfamiliar to you. Those terms are linked to the glossary, so if you click on the term, you'll get the definition. (If you've printed this out, you can click all you want but it won't do you any good. In that case, just turn to the damn glossary.) Chairboy is here to please and to serve; if I haven't answered your question below, contact me at [bob@chairboy.com](mailto:bob@chairboy.com).

Chairboy is going to assume that you have access to a computer.

Q1. What do I need in order to get a [web page](#)?

A1. You may already have everything you need, except the web page! Most [Internet Service Providers](#) include, as part of your account, space on a [server](#) for you to place your web pages. If you're not sure, check with your Internet Service Provider. Many free services provide you with plenty of space for a web page.

Q2. What's an [Internet Service Provider](#)?

A2. An Internet Service Provider, or [ISP](#), is the company that provides your [internet access](#) and your [e-mail](#) account.

Q3. What kind of web page can I have with my [Internet Service Provider](#)?

A3. The main limitations of pages with an Internet Service Provider are that the [address](#) of the page might be a little long and funky, the ISP may not provide as much room on their [server](#) as you need, or the ISP may force you to use proprietary software tools to build your website (which could greatly limit your control over how the site looks) . But many, many people have gotten fine results within these restrictions.

Q4. What do you mean by an address that's "a little long and funky?"

A4. An address like <http://www.yahoo.com/members/nc/~ratboy/>. It's an awful lot to remember. You've probably seen addresses like this. It's fine if you want a site for family and friends, and you can send the address in [e-](#)

[mail](#) to the people who'd be your target audience. But if you expect to expand your audience, it helps to have a name that's easy to remember.

Q5. What's an example of a great address?

A5. It's hard to beat something like <http://www.chairboy.com> ! In fact, most [browsers](#) will allow you to simply type "chairboy.com" into the address line and the browser can fill in the rest. The name is short and easy to remember.

Q6. What are all those different parts in the address?

A6. [Http](#) stands for the protocol that is used to deliver the web page. You don't need to worry about that. The part that reads [www.whatever.com](http://www.whatever.com) is called the [domain name](#). The .com part of this address refers to the type of domain (see [Top Level Domain](#)). Any subsequent slashes you see in the name refer to directories, or folders. So when you see an address that's <http://home.att.net/~blahblah/foo.html>, http: is the protocol, [home.att.net](http://home.att.net) is the domain name, ~blahblah is the directory or folder, and foo.html is the filename of the page in the folder named ~blahblah.

Q7. Does a name like [www.chairboy.com](http://www.chairboy.com) cost more than the funky name?

A7. Yes. A funky name should come free with your internet account. Getting your own [domain name](#) costs you a yearly registration fee.

Q8. How do I find out if the [domain name](#) I want is available?

A8. You can look up domain name availability at many places on the web. One such place is <http://www.netsol.com/cgi-bin/whois/whois>

Q9. What does it cost to register a domain name?

A9. Prices vary from under \$10 to \$30 per year.

Q10. Is there a registrar you can recommend?

A10. There is a company I've used called ooddomains.com (<http://www.ooddomains.com>). I've stopped recommending Network Solutions, since they're more expensive than most, and they charge extra for things that are included in other services. ooddomains charges \$13.50 per year per domain as of this writing.

Q11. What happens when I set up a domain?

A11. Once you determine that the domain name you want is available, you register it with a [registrar](#). You should be assigned at least two [Domain Name Servers](#) (DNSs). You should also have the ability to create email addresses for your domain and to direct traffic to your website, if necessary.

Q12. What other costs are involved in setting up a domain?

A12. The \$10-30 per year just reserves the name for you, and means you own it and no one else can use it. But if you want to use it, you need to get a [web host](#).

Q13. Ohmigod. What's a web host?

A13. A web host is a company that has [servers](#) which hold web pages.

Q14. Is it possible have a free site with a short and easy to remember name?

A14. Yes, you can do this with two services known as [web forwarding](#) and [domain masking](#). Using such a service, you can have your domain [www.ez2remembername.com](#) forward all your visitors to your real address at [http://home.att.net/~longandverydifficulttoremembername.html](#) .

Q15. Why would you pay for web hosting when you can get it for free?

A15. Free services often have advertising attached to their services, so your site may have banner ads that you don't choose, or even [pop-up ads](#) (extra browser windows that spring up trying to get you to refinance your home or buy a hidden security camera). Even the e-mail from the free services can carry advertising.

Q16. How much does a web host charge?

A16. Web hosts may charge a setup fee. And the monthly charge will probably be in the range from \$5-\$100 per month. Chairboy, for example, pays about \$40 per month.

Q17. What's the difference in service between a \$5 and \$100 per month host?

A17. For the premium services, you should get more email boxes, more storage space on the host's servers, and you're allowed more traffic without having to pay extra fees.

Q18. What is HTML?

A18. HTML stands for HyperText Markup Language. It's a simple coding language that describes a document's structure by marking up the text with tags that are invisible to the browser. But the heart and soul of HTML is the

ability to create links. Links are what makes hypertext hyper. And without links, the internet wouldn't be nuthin'.

Q19. Is HTML difficult to learn?

A19. No, not at all. The most challenging part of learning HTML is figuring out which features are compatible with which browser versions! Your site might look exactly the way you want in Internet Explorer, but it falls apart in Netscape, or vice versa. HTML is easy. Getting it to behave the way you want could be a nightmare!

Q20. What is DHTML?

A20. DHTML stands for Dynamic HTML. It is the combination of three technologies: HTML (or HyperText Markup Language), [CSS](#) (or Cascading Style Sheets), [Javascript](#), and DOM (or the Document Object Model). Using DHTML, you can make pages that are more dynamic (hence the name) without being significantly larger in file size.

Q21. What is Flash?

A21. Flash is a software program developed by Macromedia which allows you to create animated, interactive websites of relatively low file size. Flash movies are published in the form of shockwave files (SWFs) on the web. The browser requires a [plug-in](#) in order to view Flash or Shockwave files. But since almost every browser comes with the plug-in, this is not usually a problem. Chairboy builds many websites using Flash.

Q22. What's the list of steps that chairboy would advise if I want to get a website with my own domain?

- A22. a) Check to see if the domain name you want is available (<http://www.netsol.com/cgi-bin/whois/whois>).
- b) If it's available (and you're sure it's the name you want) REGISTER IT! Nothing is sadder than losing the domain name of your dreams because you didn't act fast enough.
- c) Contact a web designer who can help you figure out how to get what you want. If you have examples of other websites that you want to emulate, or of websites that you hate, that can be very helpful. Your web designer can help you figure out what kind of service you should request from your web host. (And remember that [www.chairboy.com](http://www.chairboy.com) is the world leader in fun and affordable web design!)
- d) Set up an account with a web host. Chairboy uses [www.adhost.com](http://www.adhost.com), and he likes their service. (If you do contact them, I'll appreciate it if

- you tell them that chairboy sent you!) But there are many, many webhost companies, and you should ask around to find one you like.
- e) Your web host should offer you a number of e-mail addresses at your domain (e.g. [bob@chairboy.com](mailto:bob@chairboy.com)). But my web host does not provide my e-mail service. So I make sure that my web host knows the correct address to forward my e-mail. And in my e-mail program, I make sure that my return address is listed as [bob@chairboy.com](mailto:bob@chairboy.com).

Q23. How much does it cost to design a web page?

A23. It could be under \$400 or it could run into the thousands.

Q24. Why such a difference?

A24. Think of it like building a house. Do you want a tool shed or a mansion? How many rooms? How many storeys? The way it's configured can vastly change the price. Is it a couple of pages with a nice logo and some funny pictures of your cat in a Santa suit, or is it a professional website with dozens of pages and pictures of products? One might take a couple of days to get up and running; the other could take weeks.

Q25. What do I do when I'm ready to act?

A25. Contact chairboy. You can reach me via email at: [bob@chairboy.com](mailto:bob@chairboy.com)

Active Server Page - This is a type of web page that is generated dynamically from a database, and it's based on information the website has gleaned from the browser.

Acrobat – Acrobat and Acrobat Reader are products by Adobe. Acrobat is used to create and modify PDF documents. Acrobat Reader is a free program that allows you to view PDF documents.

Address – (or URL) is the string of characters that spell out the location of the file on the internet. <http://www.chairboy.com> is an example of an address.

ASP (see [Active Server Page](#))

Bot (see [Robot](#))

Browser – A program for viewing web pages. Examples of browsers are Netscape Navigator, Microsoft Internet Explorer, Mozilla, etc.

Cascading Style Sheets – A technology that greatly simplifies your ability to design pages with a consistent look, and reduces the amount of code needed to do it.

Chairboy – The world leader in fun and affordable web design!

Crawler (see [Robot](#))

CSS (see [Cascading Style Sheets](#))

DHTML (see [Dynamic HyperText Markup Language](#))

DNS (see [Domain Name Server](#))

Domain Masking – A service used in conjunction with [web forwarding](#). If you are using web forwarding, domain masking will allow users to see your domain name in the address window of the browser. Without domain masking, the actual web address will appear (and that could be ugly!). Unnecessary unless you are using web forwarding.

Domain Name – The main part of a URL or web address, like [chairboy.com](#) or [harvard.edu](#). Domain names must be registered. A domain name (like [chairboy.com](#)) is actually the “friendly name” that you see in the address bar of your web browser. The real address is a long string of numbers, and it’s the job of the domain name server to know what string of numbers to point to when you type a friendly name into your address bar.

Domain Name Server – A server that resolves domain names and knows what server on the internet to point to when you type a URL in your browser address bar.

Dynamic HyperText Markup Language – The combination of HTML, Javascript, and Cascading Style Sheets to create more dynamic and robust web pages.

E-Mail – Electronic Mail. An example of an e-mail address is [bob@chairboy.com](mailto:bob@chairboy.com)

Explorer (see [Internet Explorer](#))

File Transfer Protocol – A method used to post files, such as web pages, onto a server.

Flash – A technology from Macromedia that combines animation, scripting, and interactivity to develop dynamic web pages that take up relatively little bandwidth. Flash is often used on the internet for simple games (and some not-so-simple!). Requires the free Flash Player plug-in.

FTP (see [File Transfer Protocol](#))

GIF – Graphic Image Format. A type of compressed image file that can be placed on a web page. Best suited for type and illustrations.

Host (see [Web Host](#))

HTML (see [HyperText Markup Language](#))

http (see [HyperText Transfer Protocol](#))

HyperLink – The thing that really got the world wide web started! It's the part of the code that allows you to “jump” from one page to another, making documents non-linear.

HyperText – Text that allows you to create links.

HyperText Markup Language – A subset of the Standardized General Markup Language (SGML), HTML is the basic language in which web pages are written. HTML provides a structure for the web page, and provides the ability to create [hyperlinks](#).

HyperText Transfer Protocol – The method used to deliver web pages to your browser.

Internet – A vast network of connected computers throughout the world.

Internet Access – literally, access to the internet, through a modem.

Internet Explorer – Microsoft’s web browser.

ISP (see [\*Internet Service Provider\*](#))

Internet Service Provider – A company that provides e-mail and internet access. Services could also include [web hosting](#).

Javascript – A scripting language for adding dynamics to web pages.

Java – A computer language designed to allow programmers the ability to write one program that can instantly run on many platforms, such as Macintosh, Windows, Unix, etc.

JPEG – A type of compressed image file that can be placed on a web page, developed by the Joint Photographers Expert Group. Best suited for photographs.

Keyword – A word that can be hidden in the code of a web page to help search engines index a web site.

Link (see [\*HyperLink\*](#))

Meta Tag – Hidden code that is included in a web page to help search engines and provide other meta data.

Mozilla – A brand of web browser.

Navigator – a web browser based on the Mozilla code.

Netscape – The company that produced Navigator, the first commercially available web browser.

PDF (see [\*Portable Document Format\*](#))

Plug-In – a piece of software that is added to another piece of software in order to add functionality. Some common browser plug-ins are Shockwave and the Flash Player, available from Macromedia, and the Quicktime Player, available from Apple.

Pop-up – An unrequested window that “pops up” when you are visiting a website. Universally annoying.

Portable Document Format – A file format developed by Adobe with many graphically rich and interactive features. Documents can be read using the free Adobe Acrobat Reader.

Quicktime – A format for delivering movies over the internet. Developed by Apple. Requires the free Quicktime player.

Registrar – A company that provides a service of registering domain names. A complete list of authorized registrars is available at: <http://www.internic.net/>.

Robot – A software program used by search engines to search the web and catalog the web pages it finds.

Search Engine – A resource for finding things on the internet. Some search engines, like Google and HotBot, are terrific. Others, like Yahoo, are worthless (but that's just chairboy's opinion).

Server – A computer connected to a network that may be accessed for its contents. Any web page that you can access through the internet resides on a server.

Spam – Unsolicited e-mail. Penis enlargers, teenage sluts, refinancing schemes, and offers of that ilk.

TLD (see [Top Level Domain](#))

Top Level Domain – The letters after the last dot in a URL, including the dot. .com, .org, .net, .edu, .gov, .mil, .biz, .bz, .us, .info, .tv, .name, and .cc are all examples of top level domains.

.com is meant to be used for commercial sites.

.org is meant to be used for non-profit organizations

.net is meant to be used for informational networks

.gov is used for government sites

.mil is used for the military

Other Top level domains have been created to expand the field.

Uniform Resource Locator – An internet address.

URL (see [Uniform Resource Locator](#))

Web – The internet.

Web Browser – Software for viewing web pages.

Web Forwarding – A service provided by a domain name [registrar](#) which allows you redirect traffic to another website. Let's say, for example, that you have a free website with an address like the following:

<http://www.longishispname.com/members/couchboy/index.html>. You then go to a domain name registrar and register the domain [www.couchboy.com](http://www.couchboy.com). When you administer your account with the registrar, you instruct them to redirect all requests for [www.couchboy.com](http://www.couchboy.com) to go to <http://www.longishispname.com/members/couchboy/index.html>.

Web Host – A company that provides the [server](#) on which you can place your web page, as well as e-mail forwarding.

Web Page – A file on the internet, written in [HTML](#), that can be viewed in a web [browser](#). Web pages can include text, graphics, video, sound, animation, links, and more.

Whois – A service you can use to determine the availability of a domain name. One such service can be found at <http://www.netsol.com/cgi-bin/whois/whois> .

XML – Extensible Markup Language. HTML on steroids.

Yahoo – One source for free e-mail, group discussions, and a worthless search engine.

