



Nine Dollar Web Page

NineDollarWebPage.com || aka Track2.com

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A PDF version of these notes is on NineDollarWebPage.com

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1. Disclaimer

My knowledge of domain names/web pages is FAR from complete. I am just sharing a few things I have learned while creating the Brown Library's Susquehanna SeniorNet web page and several others.

2. The Concept

If you want a web page for either business reasons or just a personal whim, there's no longer any reason for you not to have one.

You can create and maintain an inexpensive web page at a cost of about \$9 per year, that you can easily update yourself, by doing the following 2 steps:

- Create a web page, by using a currently-free blog from Google (aka Blogger.com, aka Blogspot.com).
- Register a "forwarding domain name" of the format "YourName.com" from a low-cost Registrar like GoDaddy.com (\$9/year) or a similar registrar, and then forward it to your web page.

A. Blogs



3. Examples Of Local Blog-based Web Pages

- KaraffaConstruction.com

- Used logo and photos provided by Don Karaffa.
 - "Masking" is turned on (hides actual address).
- MiltonModelTrainMuseum.com
 - TandJTrainJunction.com
 - CatawissaTrackCleaners.com
 - Note this website displays PHOTOS of unique, custom-made products; an EXCELLENT use for a web page.
 - SusquehannaSeniorNet.org
 - Note this "connects" to Brown Library's main website JvBrown.edu. It gives SeniorNet a way to update its own info, without having to go thru the Library's webmaster.
 - Allows a 2nd person to update the 'Class Details' page.
 - Links to YouTube class overview videos.
 - WilliamsportBallroom.com
 - Allows multiple groups to post their dances.
 - GaryAndBonnie.com
 - ScrantonDance.com
 - SocialOrganizationForSingles.org

4. Advantages Of Blog

This system allows you to create a web page of reasonably-nice appearance, with the following advantages:

- Low cost
- Simplified Hosting-You don't have to worry about finding a web hosting company to host your domain, and all the accompanying details. Google provides you a free, reliable hosting service via a blog page.
- Updating-You can update it YOURSELF
 - A blog is easy to update. It's almost like sending an email -- except after you finish editing, you click the 'Publish' button for a blog, instead of the 'Send' button as you would with email.
 - Any family member, or responsible high-school student could be hired to handle updating.
- Photos-Photos will display viewable size, but when "clicked", will open FULL size. Blogger software does this automatically.

5. More Advantages

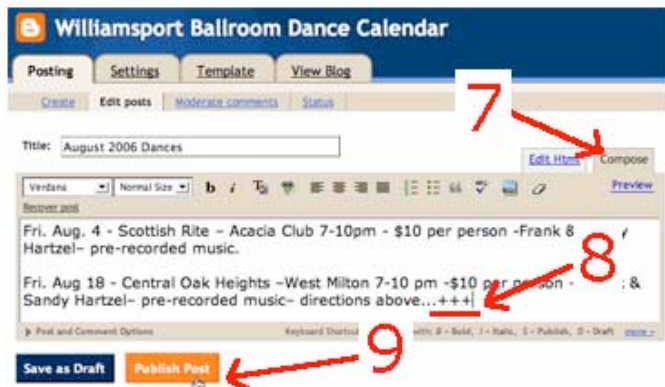
- Turnaround Time-Minimized
 - This frees you from needing to write an elaborate description of what you need changed, sending it

off to a web design company, then having to WAIT for it to get done.

- f. Software-The only software required is a free web browser like FireFox or Explorer or similar (either Mac or PC).
 - This frees you from needing complicated or expensive web-authoring software, that requires continuous updating and relearning
- g. Any Computer-You can update your website from ANY internet-connected computer. This is because all data is stored on Google's computers, not yours.
- h. Photos-Photos will display viewable size, but when "clicked", will open FULL size. Blogger software does this automatically.
- i. Multiple User Option-You can give (and remove) access to multiple users. You can even configure the blog so that a particular user will have "privileges" to edit only 1 or 2 pages, but cannot modify the rest of the blog.
- j. Appearance-You can easily change the whole color scheme by changing to a different "Template".

6. Updating A Blog Web Page

The below image shows the "key" part of the update steps. In 'Step 8', you type in your updates. In 'Step 9', you click the 'Publish Post' button, and your web page is updated..



An overview of the complete editing process can be viewed on the website 'NineDollarWebPage.com'. Use Link "9 Blog Editing Steps".

Exercise 1 - Demonstrate updating a blog

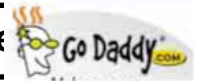
7. Disadvantages Of Using A Blog

There are a few limitations to using a blog:

- a. You cannot create as fancy a web page using a blog, compared to what can be created by hiring a professional web designer using a professional web page program like Dreamweaver or GoLive or similar.
- b. You can only do only relatively simple formatting; you cannot have tables, or links to the middle of the page.
- c. A blog can become cumbersome if you're trying to build a really large website.
- d. Not as easy to "back up" as web site that resides on your hard drive. (I periodically save the whole blog as a PDF file, as a backup method.)

- e. Some file types cannot be stored on a blog, such as PDF files or Quicktime movies.

B. Forwarding Domain Name



8. How A Forwarding Domain Name Works

A "forwarding domain name" works for web pages, similarly to the way a forwarding telephone number works for telephones.

For example, the forwarding domain name 'NineDollarWebPage.com' forwards to 'NineDollarWebPage.blogspot.com'. Similarly, the forwarding domain name 'BallroomDances.net' forwards to 'track2.com/dance'.

9. Do You Absolutely Need A Domain Name?

No. You can have a web page without having a domain name. However, the domain name:

- a. Makes it easier for people to remember the address, for example 'NineDollarWebPage.com' instead of 'NineDollarWebPage.blogspot.com'.
- b. Having your own domain name gives you PORTABILITY. You can move the website to a different actual address, without changing the domain name.

10.Domain Name Registrars

You can get a "forwarding domain name" of the format "YourName.com" from GoDaddy.com for about \$9/year.

Other Registrars - The registrar 1and1.com is another registrar I have used. The Blogger.com' Help page "Where can I buy a custom domain name for my blog?" lists about eight registrars. There exist hundreds of Registrars. GoDaddy is probably the best-known of the low-cost Registrars.

- a. Registering & Options - When you register, they usually try to sell you lots of extra-cost options. I recommend ignoring all those; just click-past them, and your total bill should not be more than about \$9.
- b. Private Registration - GoDaddy wants to sell you an option called "Private Registration", which protects your personal data, for about an extra \$6 per year.
 - I recommend not doing this, but rather creating a 2nd separate email address for registration; explained in "Section 14. Optional - Email Addresses" below.

11.Finding A Forwarding Domain Name

The biggest CHALLENGE today with finding a domain name, is that so many of them have already been taken.

Most registrars have some sort of tool where you can type in a domain name, click "Search", and it will tell you if the name is available or not, and also suggest similar names.

It's probably best if you use a registrar has easy-to-use, do-it-yourself web-page controls, as the support with

these low-cost registrars is not always good.



Exercise 2 - Search for a domain name.

Exercise 3 - Look up domain ownership info in WhoIs database.

Exercise 4 - Login & view forwarding info for a domain name.

12.Domain Name Reminders:

- Allowable characters are letters, numbers, and hyphen. I recommend NOT using the hyphen, as people have problems remembering them.
- Shorter names are usually preferable when possible.
- The '.com' is usually preferred, but the '.net', '.biz', '.org' and other extensions will usually suffice.
- A longer name that is easier to spell and remember may be preferable to a shorter name with abbreviations. For example, we used 'SusquehannaSeniorNet.org', rather than something abbreviated such as 'SusSenNet.org'. (Exception: 'FishRE.com')
- Note domain names are case-insensitive. For example, you can type in 'NineDollarWebPage.com' or 'nineDOLLARwebPAGE.com', and it doesn't matter.
- You can view additional articles on finding domain names by Googling a phrase something like "how to find a good domain name".
- I recommend registering the name for 1 year initially to make sure you like it, then register it for 5 years or more thereafter.

C. Appendix



13.Optional - Outsourcing The Initial Construction

For those who like this idea of a website they can update themselves, but don't have the time to do the initial construction; I can do this for a fee of approximately \$200.

If you already have an established relationship with an advertising agency or a print shop or consultant, they also should be able to quickly learn to do this steps for you, by using this section as checklist.

This process is imagined to occur as follows:

You Provide Me:

You provide me on a flash drive (or CD or DVD) the following:

- Copy of all photos you want used
- Your logo in JPG, GIF, PDF, or TIFF format
- A list of pages you want -- for example, directions, about us, company history, hours of operation, testimonials, etc. (Complete list in Para 15.)
- Any text you want initially placed on those pages.
- You give me an idea what domain name you want, or I can give you several recommendations.

I Then Provide The Following:

- Search-for, advise, and register a domain name for you for 1 year.
- Create a 700 pixel wide x 100 pixel high top-of-page "banner" using your logo.
- Set up the web pages (blog) with the appropriate links, using the text and photos provided by you.

Turnover To User:

- Produce a 10-page PDF document documenting passwords, web page login addresses, and some basics of blog editing.
- Training-Provide 2 hours of demonstration/training on how to "navigate" GoDaddy.com and Blogger.com to update the blog and other simple operations.
- Support-Answer phone questions for 1 month thereafter. (Owner keeps banner at bottom of page.)

I guesstimate that I will have 10 to 20 hours invested in the total project.

14.Optional - Additional Email Addresses

- Optional - Provide a working email address to use as a "Google ID", to create and own the blog page.
 - Alternately, I can create a "dummy" address for you to use.
- Optional - Create a 2nd SEPARATE dedicated email address for the 'WhoIs' database registration (recommended). Example: John351_whois@aol.com -- append '_whois' on end.
 - Reason 1: A separate address is highly recommended, as Spammers can look this address up in the WhoIs database (unless extra cost "private registration" is used).
 - Reason 2: You can keep emails from your Registrar in a separate folder. These are important, as you don't want to miss renewal notices.
- Optional - Create a 3rd separate dedicated email address for the web page. Example: John351_web@aol.com -- append '_web' on end. (An email address not necessary on the web page, as people can use your phone number.)
 - Reason 1: A separate address is highly recommended, as an email address displayed on a web page can get SPAM.
 - Reason 2: A separate address is highly useful for identifying email that comes from the web page.
- Optional - You can set up separate mail folders titled "Registrar" and "Web_Page". You can then create a

"rule" to automatically route email from the above addresses, into those folders.

15.Reference-Uses For A Web Page

Depending on your business or group, here are some of the things you can list on a web page:

- PHOTOS of products unique to your business
- HOURS of operation
- SCHEDULES of meetings or special events
- MAP to find you

- Photos of EMPLOYEES or members
- Customer TESTIMONIALS
- Company or group HISTORY
- INSTRUCTIONS on how to use or modify your products
- More complete SPECIFICATIONS of your products or services than you might want to pay to put into the local newspaper
- Links to YouTube VIDEOS you might make of you or your employees giving overviews of your services.

16.Video Overview

The web page 'NineDollarWebPage.com' has a Link "6 Video Overview" that opens a Quicktime video, that covers part of these notes. Note you need a high-speed connection and Apple's free Quicktime Player ?For Windows (available at 'apple.com/quicktime')

17.Outline of Complete Blog Editing Steps

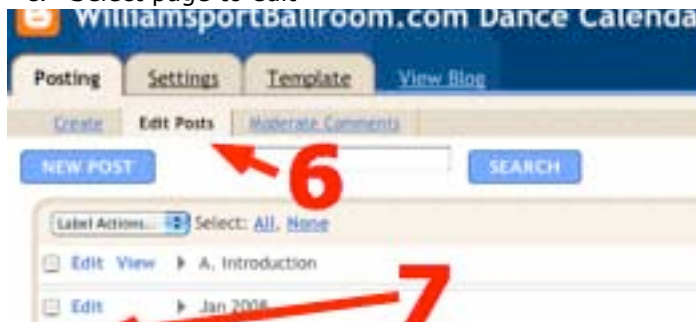
a. Log In



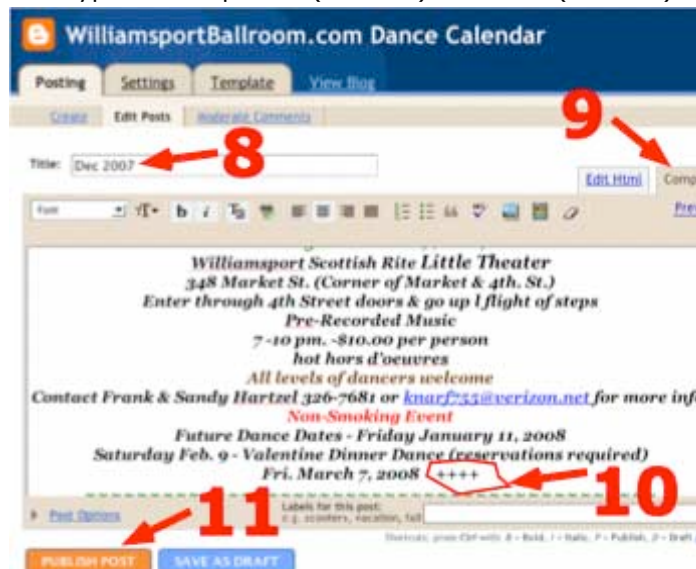
b. Select which blog to edit



c. Select page to edit



d. Type in the updates (Note 10) & Publish (Note 11)



e. Wait for confirmation (Note 12) & view updated blog



Refresh if necessary (14) & view updates (Note 15)



f. Re-edit if needed (pencil gets back to edit window)

