

HOW TO BUILD YOUR OWN WEB SITE

DISCLAIMER: The opinions and comments are entirely those of Bob Isbill, and are not reviewed or approved by the CWC or Microsoft.

Surf the net for similar businesses. Google people or businesses with web sites and take a critical look at them.

Notice the colors they use, and the “themes”. Why do you like or dislike the site?

Your domain is your site and your name.

Essentially, your web site is your employee. How do you want your employee to look?

How would you greet your customers? What would you say to them?

Plan what you want to convey, what you want to say to your clients.

What is your individual identity?

Think about your domain name, and be creative. Think of a couple more for backup. Have a Plan B.

You can “buy” or lock in a domain without building a web site. It will cost you “rent” but you can do that.

GoDaddy.com or 1&1.com are servers where you can reserve a name and build a web site.

We’re using Officelive.com today because it’s easy and reasonable.

Go to Officelive.com by typing it in your address bar.

You’ll need an email address and a credit card to get you going.

After you sign up, you’ll get an email to activate your site. Just follow the links to get started with a site all your own.

Select your domain name, your internet address.

Lots of How To Videos are available for every problem. Watch a few.

Look around. Familiarize yourself with their pages.

First, design a page’s “theme” that will be on all your pages. For example, your company name and slogan.

To build a page, click on “New Page”. You’ll be offered choices of different styles or “layouts”. Play around with them. If you don’t like them, you can delete that entire page and start again.

The layout has “zones” where you can import photos, drawings, or type in text. You’re “moving in” and the text and photos are your “furniture”.

If you don’t like it, don’t save it. Unless you save it, the work will be gone so be sure to save it when it’s right for you.

You get quite a bit of storage space at no extra charge for your documents and photos. It’s your Image Gallery and your Document Gallery.

Before you can put something on your site, you must first import it into one of those two galleries.

To import a photo, go to your Image Gallery and click on the “Upload” button on the upper left menu bar.

That will take you to an area where you can “browse” your computer to find your photo. Find the file you want, click on it and select Open. Select Add. You are prepared to upload it into the Image Gallery. Click on Upload and it will be placed in the gallery and you will be told your file was satisfactorily uploaded.

You can now import that file to any “zone” on your web site.

The same method is used to import document files to your Document Gallery.

Both galleries will be alphabetized, so be sure to name the pictures before importing them to the Image Gallery.

All your web page titles are alphabetized and listed on the Officelive.com page after you click on “Design Site”.

To change any contents of your pages, choose “edit” from the list of pages. You can use each zone to cut and paste to and from, delete as you do with a word processor, and to add photos or text as you like.

You control the font size and color and, to an extent, the style.

You can use the Navigation Bar to edit another page, but save your work first if you are satisfied with it. You can also View your page as others see it by clicking on the view button to the right of the Save button.

Links to other pages or web sites are done by typing any word or phrase, highlighting it, right click and select “create hyperlink” and direct where you want it to link. To insert another web page link, just type in the name of the domain you want it to link to. For example, www.dennystanz.com

Good reports are available at no extra charge. Click on Reports and tour through all that’s available to guide you in your web maintenance.

There’s also a work space available at no further charge where you can store documents and work with others on a common project.

You can request a critique from others on Officelive.com.

Remember to back up your work! It’s simple and quick. (If you have lots of files and photos, it takes a little more time, but it’s worth it.)

TIP: To find “tags” and key words, go to any web site. Right click. Scroll down to View Source. Click. Minimize your screen. You should see a block of writing. Find “Key Words” and look at content. You will see what words are imbedded to attract web crawlers to that site.

Be fearless, plan what you want to do, do your homework, and have fun!