

[Plan Your Website To Have Flexibility](#)

What's a Web hosting? It is essentially the placement of your Website onto the Internet to a Web server. Once your site is on a server, anyone with Internet access can look at your Website - from anywhere in the world, 24 hours a day. One of the best ways to help your website get off the ground is by creating sitemap that show the pages you want on the site and how they link together. Also check out Gliffy, a free online organisational chart.

You need a plan to achieve your business strategy and guide you through design and website content development. Consult your small business plan to keep your business strategy in mind. Your business goals drive your web strategy. Optimize your message as you build your website. If you are new to the internet a business plan template helps you to work with your web designer. Use this Business Plan to write your website proposal to ensure they are supplying you with a properly executed and well documented site. Just because your website looks great, doesn't mean it will sell anything!

Plan your web site to grow and avoid building or purchasing websites that cannot be expanded. Ensure that you will always be able to add pages or products to your site as you need to.

A free Website Builder can create a web site for you and should have HTML presentations. You should be able to preview a site structure, design and even a single page through a handy presentation template that is normally provided. To prepare a presentation just link shapes on a site map with hyperlinks leading to an image, CDD, TXT or HTML file that contains a page preview.

When planning your web site, think of telling a story. What do you want the viewer to know, feel and see, and in what order? Web site designers use this information to create a graphic, sequential depiction of your "story" much the way movie makers and comic book authors do. This tool is called a storyboard.

Since CPU time is a finite resource shared by all websites hosted on a particular web server, if any one website excessively uses the CPU, the other sites on that computer will not have an opportunity to deliver their pages in a timely fashion, and will appear either to be sluggish or non-responsive. As such, web hosts usually monitor the amount of CPU your site uses on shared web hosting plans, to prevent problems when a single website uses too much of the CPU time, adversely affecting the other websites on that server.

By the late 90's anyone and everyone in the graphic design business jumped on the Website design band wagon. When designing your website ask yourself, do the members of your target audience share any common demographics, like age, sex, or a physical location? Knowing your target will dramatically increase your chances of hitting it. Trying to choose your target audience after you've already paid to have your website created can cost you a great deal of money. Do some research and choose the best target. Then design your website to reach those people.

A website has many advantages over traditional advertising, but your website should not completely replace other advertising. Your practice website should be used in conjunction with traditional advertising, to improve the overall effectiveness of a coordinated marketing campaign. Your website address should be prominently displayed on all of your advertising materials - Yellow Pages ad, practice brochures, business cards, letterhead, Newsletter, mailers, handouts, etc. But, you can usually reduce the size, and the cost, of your other advertising by directing people to your website.

As you prepare for the launch of your new site, be sure to develop new, unique and informative content that will get crawled, indexed and ranked by the search engines upon release. This content can help act as link bait and help build the external link inventory of your site's pages. In addition, your target audience is coming to your site to find information. Make sure that you provide them with this information.

Take into consideration the nature of your business along with your finances. Professional execution of your website is very important and remember generally, the larger your investment, the greater your return. To spread your investment over time, you can also grow and expand your website over a period of several months.

To streamline the process of uploading your sites files from your hard drive to your server, create a group of folders on your hard drive that mirrors the directories you plan to use on your site. These folders should derive from the components of your site map.

As you plan your graphic design, you may want to look at designs of other websites that have a similar audience or content focus to get inspiration or simply browse the World Wide Web for designs that are appealing and that reflect your websites image. You will save a lot of time and effort by doing just that.

About the Author

Gav Shannon is a Network Marketing Professional who writes about different topics that he feels may be of an interest. If You want to know more about

him go to <http://www.gavshannon.com>

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