

Success InSite

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Happy Holidays!

We hope 2009 has been good to you and your business, and you're looking forward to a successful 2010!

This month we're talking about the importance of website ownership. Your website is an important asset to any business -- but in some cases a business owner may be surprised to find that they don't actually own it! Find out how and why!

We welcome your feedback on our publication. Please let us know if you find something particularly useful to you. Ask questions and suggest subjects for future newsletters too! We want to hear from you!

Recommend us to someone who becomes a client, and both of you will receive a discount on your services!

Thank You!



We've given our site a makeover! Take A Look!
<http://www.braincoraldesign.com>

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Website Ownership

Do you own your website? Do you know where it is hosted? Where your domain is registered? Just as you should know the particulars about all the important assets of your business – office space, inventory, transportation, etc – your website information should also be at your fingertips.

Own or Rent? - Websites can be owned by the business owner, or “rented” from a web services provider. If you're paying monthly for your site, you're probably renting it! Your domain may be in the web services providers' name, not your business name. Your site may be hosted in a group of other sites that you can't access directly – all changes must go through the web services provider. If that provider leaves the business, or if you fail to continue to pay the monthly fee, your site can disappear from the web without warning! In this case, the site cannot be retrieved, and you're left to start over.

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Did You Know?

“Renting” your site for a monthly fee can be costing you more than simply buying a year of hosting services?

Compare:
\$10/mo = \$120/yr
(Ex: Fictional web svcs)
Or Hosting for
\$5.95/mo = \$71.40/yr.
(Ex. Ipower.com)

Let Brain Coral Design help you make the switch!

Website Ownership (cont.)

Owning your site is the best way to ensure its continuity and quality. Website ownership includes knowing the **hosting provider**, **domain registrar**, and the **host account login information**.

Hosting Provider – This is the company on whose servers your site’s files reside. Examples are Ipower.com, GoDaddy.com, NetworkSolutions.com, etc. There are many thousands of such companies, large and small.

Domain Registrar – When you bought your domain, you also *registered* it. If you did not set up a hosting account at the same time, chances are your domain is not registered with your hosting company. For instance, if you bought your domain at NetworkSolutions.com, your domain is *registered* through them. Then, you set up a hosting account with GoDaddy.com, and specified your domain for that account. In order for your site to show up, your domain *nameservers* must be changed to point to your GoDaddy.com account. Should you move your website to a different hosting company, the domain nameservers would again have to be changed.

If you set up a hosting account, and bought your domain *at the same time* with the same company, your domain *is registered* with your hosting company. No changes to the domain need to be made in order for your site to show up on the web.

Host Account Login Information – Hosting accounts require a unique login and password. These are set up at the time you open the account. You may get an email from the hosting provider with this information, or you may choose your own during the setup process.

In the first domain scenario above, where your domain is registered separately from your host account, you will have a login/password for your domain account as well. In this scenario, host account administration and domain administration are done in two places.

In the second domain scenario, where you register your domain and set up hosting at the same time, all domain and hosting administration can be done from one place – your hosting account. One account login/password is all you need.

All of this information should be kept in more than one easily accessible place – in a file on your main computer, on a disk labeled “Website Information”, and printed out hardcopy and placed in your website file folder. With all that in place, if you find yourself searching high and low for your web services provider, any new web services provider will need this information to help you recover or rebuild your site. If your site suddenly disappears from the web, or gets “hacked”, you can easily find the information you need to contact your hosting provider and get the problem resolved.

Bottom line – be a responsible website owner, and know how/who/where about your site: How to login, Who is my website person, Where is it hosted?

Holiday Specials

Does your business offer specials during the holiday season? Does your website let everyone know? If not, it’s time to call and get those specials up in time for holiday shopping! Let Brain Coral Design get those specials out there, and get your holiday sales soaring! Call today!



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Uniquely Crafted Websites

Brain Coral Design, LLC - An Independent Web Design Company in Plano, TX.

We provide quality web design services to our clients and their businesses such as:

- Professional web design and development
- Website updates, repairs, and maintenance
- SEO and site monitoring
- Hosting Services and Management

... All Professional services custom tailored to fit your budget!

To ensure delivery to your inbox, please add our email address to your address book or safe senders list. To update your email information, or to unsubscribe, send us a note at info@braincoraldesign.com.