

WEB PRESENCE 101

PRESENTED BY

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WEB PRESENCE 101



WEBSITE



SOCIAL MEDIA



NETWORKING

WEBSITE



Domain Name Registration



Domain Hosting



Email



Maintenance

Domain Name Registration

Branding

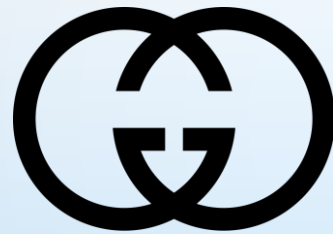
Choose your name wisely!

“A brand is a name, term, design, symbol, or any other feature that identifies one seller's goods or services as distinct from those of other sellers” (American Marketing Association).



Domain Name Registration

Branding



Domain Name Registration

Branding

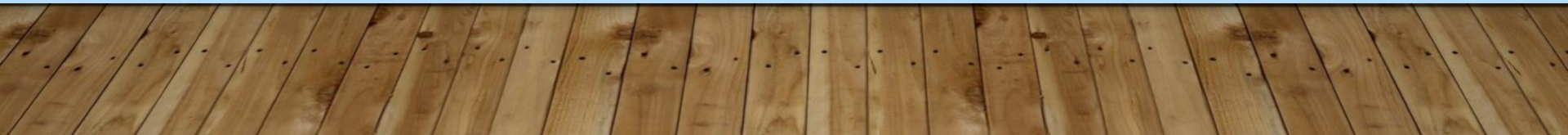
As a writer your brand is:

- your name
- your pseudonym

It could also be (but not without it's problems):

- your best known character
- your book name

CHOOSE WISELY



Domain Name Registration

Registrars

Domain name registrars have been accredited by **ICANN** (Internet Corporation for Assigned Names and Numbers) - a non-profit who has been delegated the responsibility to manage the Domain Name System.

Popular/Common Domain Registrars:

- Network Solutions
- Namecheap
- DomainName
- Register.com
- GoDaddy
- GKG.NET
- FastDomain
- Google
- Wild West Domains
- Tucows

Domain Name Registration

Extensions (TLD)

The original top-level domains

.com – commercial

.org – organization

.net – network

.int – international organizations

.edu – education (not for public purchase)

.gov – government (not for public purchase)

.mil – military (not for public purchase)

There are approximately 1500 top-level domains available. Some are restricted and cannot be purchased without proper authorization.

To see a complete list:

<http://data.iana.org/TLD/tlds-alpha-by-domain.txt>

Domain Name Registration

Cost Costs can vary depending on the domain name and the extension you choose.

Sample costs for a domain:

sampledomainname.com

Registration: 14.99/yr

Privacy: 9.00/yr

sampledomainname.org

Registration: 19.99/yr

Privacy: 9.00/yr

sampledomainname.store

Registration: 79.99/yr

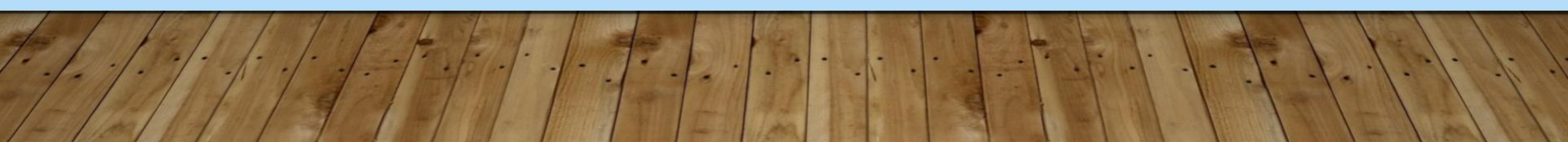
Privacy: 9.00/yr

sampledc.com

Registration: 2095.00/ 1st yr

Renewal 14.99/yr

Privacy: 9.00/yr



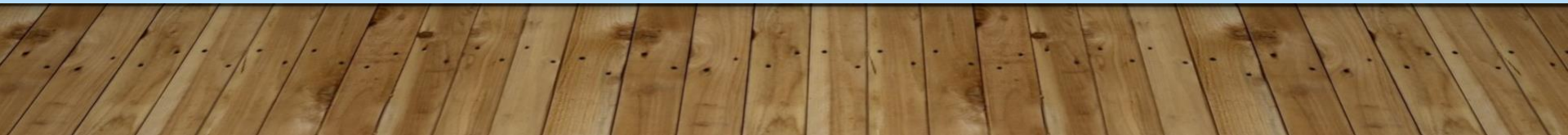
Domain Name Registration

Renewals **To keep your domain name you must renew!**

Registrars are required to send renewal reminders 30 and five days before (and five days after) the expiration of a domain name. The registrar must display on its website the methods for sending these notices. Emails are sent to the email address on file with your registrar. It is your responsibility to ensure this email address is current.

Once your domain has expired, it will be in Auto-Renew Grace Period (for **0-45 days**), followed by a 30-day Redemption Grace Period. At the end of the Redemption Grace Period, you will not be able to renew your domain name.

If you do not renew, your domain name will be released for registration by third parties.



DO NOT FALL FOR THIS SCAM:

iDNS
Internet Domain Name Services

Domain Name Expiration Notice

visit us at www.idns.ac

As a courtesy to domain name holders, we are sending you this notification of the domain name registration that is due to expire in the next few months. When you switch today to Internet Domain Name Services, you can take advantage of our best savings. Your registration for [REDACTED] will expire on July 4, 2017. Act today!

Domain name: [REDACTED]
Reply Requested By: [REDACTED]

You must renew your domain name to retain exclusive rights to it on the Web, and now is the time to **transfer and renew your name from your current Registrar to Internet Domain Name Services**. Failure to renew your domain name by the expiration date may result in a loss of your online identity making it difficult for your customers and friends to locate you on the Web.

Privatization of Domain Registrations and Renewals now allows the consumer the choice of Registrars when initially registering and also when renewing a domain name. Domain name holders are not obligated to renew their domain name with their current Registrar or with Internet Domain Name Services. Review our prices and decide for yourself. You are under no obligation to pay the amounts stated below, unless you accept this offer. **This notice is not a bill**, it is rather an easy means of payment should you decide to **switch your domain name registration** to Internet Domain Name Services.

Term	Period covered	Price
1 year	Until -- Jul 4, 2018	\$45.00
2 years (Recommended)	Until -- Jul 4, 2019	\$80.00 (s)
5 years (Best Value)	Until -- Jul 4, 2022	\$180.00 (s)

The following names are currently available for you to register and secure, protecting your domain name from being d

Available Domains	Period covered	Price
petshopfinder.net	2 Years	\$80.00
petshopfinder.org	2 Years	\$80.00

For a complete list of our terms and conditions, please visit www.idns.ac/tos

Transfer and renew your domain name online at www.idns.ac 24 hours a day, 7 days a week.

Not even a .com domain :)

Please detach this stub and include it with your payment.

Check the appropriate boxes of the Domain Names you would like to order.

Available Domain Names (Optional)



Domain Hosting

Domain hosting refers to businesses that offer services, storage, and technology that allow individuals and companies to display their website on the internet. Domain hosts can also be responsible for domain registration as well as email.

Popular/Common Domain Hosts and their approximate costs:

	Intro/mo	Regular/mo
bluehost	3.95	8.99
HostGator	2.78	9.23
iPage	1.99	11.95
siteBuilder	3.84	7.95
GoDaddy	4.99	8.99
Weebly	0	8 to 38
wix	0	5 to 20
squarespace	12	16

Email

- ➡ Email included with hosting – often unlimited
- ➡ Unique to you and your website – important for branding

Maintenance

- ➡ Back-up your data.
- ➡ Keep your website fresh with new information
- ➡ Keep track of expiration dates for renewals – both domain hosting and domain registration

SOCIAL MEDIA



SOCIAL MEDIA

- Facebook – connect and share
- Twitter – in the moment updates for things that interest you
- Instagram – share photos and videos
- LinkedIn – business focused social network
- Mix – (was StumbleUpon) follow and create collections to share

If you create a social media account –
you need to keep the information fresh.
Do not overcommit yourself!

NETWORKING



Blogging



Newsletters



Video and/or Vlog



Podcasts

TAKE-AWAYS

- Choose your domain name wisely.
- Keep your website backed-up & fresh.
- Ensure your website is mobile ready.
- Keep track of your domain registration and host renewal dates.
- Do not be fooled by fake letters, email or phone calls to renew your domain.
- Purchase domain privacy to protect your personal information.
- Update your social media often.





This presentation can be downloaded

brightkitten.com/web101

