

Cobourg Internet

Newsletter to Customers

September 2008

A newsletter for customers of Cobourg Internet

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www.cobourginternet.com/webnewsletters.htm Bookmark it so you can come back at other times.

Building a Web site

There are three things required to have a web site:

1. A **Domain** - your name e.g. cobourginternet.com This is your address in the Internet world in word form. Your real address is an IP (Internet Protocol) number e.g. 74.55.87.186 but that would be bad for marketing and hard to remember so words are used. Somewhere on the 'net, these words have to be translated to numbers. To get a domain, you need to deal with a Domain Registrar. They in turn deal with the country's Registrar which in Canada is CIRA. One thing to note: You can have as many domain names as you want all on the same web site. For example, Cobourginternet.com and Cobourginternet.ca both lead to the same web site. You can also have a sub-folder with it's own name. Typical cost is \$12 to \$25 per year.
2. A **Host** - A computer (server) connected to the internet where your site files are stored and accessible to anyone visiting your site. This has a domain name too - I've chosen: CobourgHost.com. Important things are:
 - a. **Operating System** - most computers run either a version of Windows or Linux. They then run another server program like Apache on top to manage all the tasks required. CobourgHost.com uses Linux and Apache. Commonly, additional programs include PHP and MySQL. All these programs must be kept updated.
 - b. **Reliability** - measured in uptime - 99.9% is good but often not obtained. You need to worry about power, physical security, software security (protection from hackers), hardware failures and access to/from the internet.
 - c. **Performance** - determined by the CPU speed, amount of memory, disk size.
 - d. **Bandwidth** - that is, how many bytes can be transferred to/from the server - depends on the size of the communication channel to the internet and on the computer's performance.
 - e. **Features** - usually there is some kind of Control Panel - common with Linux systems is CPanel. This allows easy management of statistics, email, security, anti-spam, data-bases and add-on programs like Blogs, galleries, mailing lists, surveys and guestbooks.
 - f. **Support** - provided by the end hosting provider - phone access 7x24x365 and email with no more than a few hours response. Customer access should not be needed since I monitor the host but I am available to customers most of the time. They fix the hardware if there's a problem.

Costs range from \$96 to \$600 (or more) per year - details here:

www.cobourginternet.com/web_sites.htm

The Capacity of a server depends on performance and bandwidth available plus the number of users on a server and how busy they all are. Right now, CobourgHost is at about 10% of capacity. Some providers push it more and put so many users on one host that it slows right down.

3. **Site Files** - These are files of custom computer code written to provide the web pages you see. You can see what it looks like by going to a page, right click your mouse and then select "View Source". It is written in HTML although there are additional languages used to format (CSS) and add provide interaction (Javascript and PHP). Pictures can be added as well as media such as Flash or other movies.

When the site is designed, it has to be useful, attractive, easy to navigate and easily found by Google.

Cobourg Internet provides all these things - and you get the best results if all three things are provided by the same provider since there is some interaction between them.

John Draper
Cobourg Internet

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