

Answers to Questions that You Need to understand before hiring a web site developer.

What does “hits,” mean?

This is the number of times your web site is visited by people on the Internet.

What does surf the Internet mean?

This term is used to represent you getting on the Internet and viewing web sites.

Just what is a domain name?

It's like your home address. It tells the computers on the Internet exactly where your web site is located.

What does web site hosting mean?

This refers to the computer that has hard disk storage where your web site files are stored. The domain name points to the address of the computer where your web site files are stored.

What does shared hosting mean?

What this is that your web site is stored on a computer that has other web site files stored on it. When someone goes to your web site, the web site files on this computer are copied to the computer that you are using to surf the Internet. Since multiple web sites are stored on the shared computer, the request to view the web site may have to wait for people viewing other web sites on that shared computer before your web site files are copied to your computer and displayed. This could be a disadvantage for the shared hosting package, but unless your web site is going to have high traffic i.e. multiple hits per hour that slows down the shared computer it's probably not worth the expense of a dedicated web hosting package. Performance can be monitored and when it becomes too slow, you can then upgrade your hosting package to a dedicated web server (computer).

What does dedicated web server (computer) mean?

A dedicated web server has only your web site files stored on it. It is not shared with any other web site. The advantage of this is your web site can be displayed faster on the person's computer going to view your web site. You would consider this option if you are going to have a high traffic web site and high volume ecommerce. Disadvantage is cost. You have to balance the income generated from your web site against this cost. There will be some point where it makes economical sense to change from shared to dedicated web server.

What is ecommerce?

The term used for taking orders or purchases from your web site.

When I go to search the Internet using for example google.com, and I type in a word, a phrase or etc and click search, what happens?

Think of the search engine is like a librarian going to the card catalog to look for books by the subject using the word you entered in the search box. The librarian then can give

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you a list of books that contain that subject matter. When the search engine completes searching, it presents you a list of web sites that contain the word or phrase that you entered in the search box that are in the search engine's database.

How do the web sites get into the search engine's database?

They are submitted with various search engine web submission tools by the web site developer. The number of search engines that your web site is submitted to varies with the package you buy. Generally, the cost is made up of the search engine submission tool and the developer's time to do the submission.

What does the search engine look for in its databases to find the web site that has the term used in the search box?

It searches for Meta Tags, Meta Description & Meta Title that compose the web site. The Meta Tags are hidden from view. Without these Meta Tags in your web site the chances for someone to find your web site is slim to none with a search engine. It should be noted that if your web site has not been submitted to a particular search engine's database it would not be found either.

Just what is a Meta Tag?

These are single words, phrases that someone would be searching for that are pertinent to your web site i.e. business for example. These words or phrases do not have to be spelled correctly and it's a good idea to have the words in the list of Meta Tags misspelled to common or mistyped versions of the words of the person entering what they are looking for in the search engine.

What is the Meta Description?

The Meta description is what shows up on the search engine results page giving the viewer a short description of the web site.

What is the Meta Title?

The Meta Title shows up on the blue bar at the top of the Internet Explorer window.

What is the term emarketing mean?

This term comes about by electronically marketing you business through on-line media. This would include search engine submission, Finding business or organization that would put a link on their web site to yours. Submit your web site to the various on-line business directories.