CINEMA TECH
WEB HOSTING & DESIGN

BEFORE CHOOSING A WEB HOSTING/DESIGN COMPANY READ THESE FREE FACTS

Question: **Should I be afraid to get on the 'Internet' highway? All of this is so new!**

Answer: The Internet is not a 'trend' or a 'fad.' The Internet is the beginning of the next business and information revolution that will affect not only how you and your family live, but it will affect you for the rest of your lives. With that in mind, you have got to get educated and learn as much as you can about it. The problem is the latest statistic from Internic is that thousands of names are being snatched up a month, and if you have an established business, or have a catalog or retail store and want to sell, there should be some urgency on your part. But, don't get yourself in a 'frenzy' about it and make a poor web hosting/design company choice (read these Free Facts first!).

Question: **Maybe I don't need a web site? I already have plenty of clients, so do I really need to have one**?

Answer: If you are professional business or want to be – yes. Let's say you already have a large client base, you are still going to want to create the image that you are top of the business world, and you are not a dinosaur ready to become extinct! Even if you only have one page that lists your company name, address, phone/fax numbers, email address, and one small graphic. This is just an intelligent business move. In this way, you can also have your www address listed on your business card, stationary, in the phone book, etc. It just makes good business sense to have a site for your image, whether you are in need of extra clients or not.

Question: **Should I go with a higher priced web hosting company to ensure quality?**

Answer: You should look for a company whose prices are basically in the middle. You don't want a company that only charges $100 a page for design, but you don't necessarily need a company that charges $1,000 a page for design.   Many companies look at what they can afford when it comes to web design and do not necessarily make the right choice. The right choice is a web service that can deliver on their stated promises, who will return your calls in a timely fashion, who have creative design techniques and offer web marketing services, who use professional multi-media writers, as well as a company that will put everything in a written contract which should include a time line with project date completion.

Question: **Should I fill out the paperwork for my domain name or should I have my hosting company do that?**

Answer: Your hosting company should provide the set-up service for you. However, make sure they do not put themselves as the administrative contact with Internic/Network Solutions. You, the client, should always be the administrative contact and the web hosting company should be the technical contact. Make sure this is stated in your contract. We have found some companies are having a real problem getting their www name back to switch hosting companies. Some of these web hosting companies are literally holding www names 'hostage' by using this technique. Why? Simply stated, to keep your business.   This is not an honest policy and the web hosting company that sets you up should not only provide you with copies of your web hosting paperwork from Internic, they should also guarantee in writing that you are the administrative contact, not them.

Question: **Does 'Page Width' matter on my site?**

Answer: Page width is very important! The correct page width is imperative so that the average consumer can see your entire site. Page width controls the side bars, as well as the overall visual look of your site. When a web designer does not put the correct page widths in your design, the result is basically a poor design. Also, stay away from any designer who tries to tell you to be 'different' and put the scroll bars on the bottom. Don't do it! Not only does it confuse the consumer, it creates more work for them, and by that time, you have probably lost them.

Question: **Is " banner advertising" important?**

Answer: Yes. It is a cost-effective way of getting people to your site, and depending on where you place your banners, can create a lot more traffic. Oftentimes, banner research is used to determine not only where to place your sites, but to find other companies that you may want to put on your site – thus, a banner trade situation.

Question: **Why do some web companies only offer 30 minute free consultations and some will not even talk to you for free**?

Answer: Plain and simple: There is so much business, they don't have to. But even though there seems to a lot of web companies out there, there is definitely a major shortage of experienced and reputable web designers/services. The problem with some web services is that they are taking on too many jobs and don't have the manpower to fulfill their deadlines.   That is why some web companies are already going out of business or have changed their names, because they have a bad reputation. The web service you hire should include a specific number of hours of consultation in with their price, depending on the size of your site. If they don't include additional consultation time with your design price, you need to choose another company. **We generously offer 1 hour of our time for free with no obligation.**

Question: **Why can't I just create my own page with some of these computer 'kits' or free page services?**

Answer: You can try that, but these kits and low budget services don't tell you everything you need to know. And, remember, nothing in life is free. Be wary of 'free' services, because they are going to try and make money somehow, either by taking control of your domain name, or by not providing you with the type of site that you need. Teaching yourself from a kit is not a great idea either, because even if you are computer savvy enough to teach yourself, the end result often times looks like it came from a kit, and you still have to be able to put yourself on the search engines and make sure your site can be seen by all the browsers. In other words, there is not all the information with kits.

Question: **What about going to school to learn how to do web design or sending one of our employees to school to learn it?**

Answer: Advantage – having someone at your company do some revisions for you possibly in the future and save you a little bit of money up front, if they become competent enough. Disadvantage – The Internet is an ongoing ever-changing business revolution. By the time someone learns about the web service industry (not just how to design a page or two) and becomes an expert web technician, you have probably lost a lot of business in the meantime. However, if you, or one of your employees have a strong desire to become a web designer and want to go to school for it and put in the hours necessary, then you may be able to pull it off, you may not. However, somewhere down the line, you are going to have to hire a professional web service, if you are serious about using the Internet as a business tool. Doing business on the web is not just about creative web design and computer code. Professional web services should have expertise in all types of multi-media including audio/video, web content writing, animation, 3-D modeling, not to mention web marketing, as well as ongoing hardware and software changes. Are you in the web service business, or are you in another type of business? You are probably not in the web service business, or you wouldn't be reading this article. When businesses think they can do everything, something else usually suffers.

Question: **Will my site need to be updated again and again?**

Answer: Some types of businesses demand it, and others don't. But, you need to go with a web company that already has the capabilities and technical skills to be able to predict where the revolution of the Internet is headed and is equipped to stay on top of it. In other words, the web business is a whole separate business and should be treated as such.

 Question: **What about monthly web maintenance? I know I am going to want changes here and there. How should that be handled?**

Answer: It depends on how many changes and how often, and what type of business you are in will determine that. Obviously, it is not cost-effective to set up some type of monthly revision fee, unless you are doing ongoing monthly changes. Again, have everything clear and in contract format, i.e., what type of changes or additions and how

many, how much it will cost, and the time frame in which these changes will be completed.

Question: **If I want to do E-commerce (shopping cart) on the net to sell, do I really need to go to the trouble of setting up a credit card service/merchant account?**

Answer: It is no trouble to you, except for spending the additional fees involved in the set-up. It should be the business of the web service to make it as painless a process as possible. And yes, it is a good idea to accept credit cards, especially on the 'net. If you don't want to do it, don't do it. You should never be pressured by a web service to do something you don't want to do. However, keep in mind that you may lose business by not offering it. A business on the 'net is just that – a business. If a person has to take out the time to write a check, fill out a form, etc., you may lose the sale. You have to be aware of that.

Question: **How do I get educated about the Internet?**

Answer: By reading articles like this for starters. By 'surfing' the web on your own. By talking to other people and business owners. And by choosing a web service that can answer all your questions or refer you to someone who can.

Question: **Why is Cinema Tech giving out this free information?**

Answer: We rely on our honesty, integrity, and concern for our clients, and educating people is part of that process. We pride ourselves on taking the 'mystery' out of the web. Getting on the web shouldn't be so confusing, and it doesn't have to be. We know that if you do not choose us as your web hosting and/or design company, then you may refer us to someone who can use our services. Pass this information along, and help other companies save a lot of money, heartache, time, and hassle. I'm sure they will thank you for it.