

Websites for Marketing

To set up a website, you need three things:

- Domain name
- Web development software
- Web hosting service

Domain Name

Starting with the domain name – what tells people where to find your site and helps brand it – may seem to be the right sequence. But read forward before beginning that search as combining a domain registration with a web hosting service with web development software may be your best bet.

- Domain name registration costs between \$0.99 for an introductory rate to \$40.00 or more for certain Top Level Domains such as .com, .net, or .org. Once you have a domain name registered, it is possible to transfer the registration to a different registrar, but there will be a cost associated with it.
- See Appendix A for a sample listing of Domain Name Registrars.

Web Development Software

Your choice of web development software will depend greatly on your familiarity with coding for websites. Some options require no familiarity with html or other scripting languages. Others may require little familiarity but the final appearance on the screen may benefit from your understanding of html.

- For those unfamiliar with coding, software bundled with a web hosting service, such as web builder wizards to create pages, is offered at a minimal monthly charge. Other options, such as Dreamweaver, may be purchased (one copy for installation on a PC will cost \$600 or more) or leased on a monthly basis (\$20) through access in the cloud.

One option for web development software bundled with web hosting services is an online blogging package such as the following (and they are all free):

1. [WordPress](#)
2. [Tumblr](#)
3. [Blogger](#)
4. [Medium](#)
5. [Weebly](#)
6. [Pen.io](#) – appears to be WIX now, but a free version

Web Hosting Service

A web hosting service offers the physical server space for your website pages and files. Many domain registrars also offer web hosting service as well as web builder wizards. For this reason, reviewing these options is a better starting point than beginning with a domain registrar. The cost of registering the domain name with one company and web hosting with another may be higher than selecting one company for both.

Appendix A – Sample Listing of Domain Name Registrars

Domain name registration fees are for one year. Some are introductory prices that may go up in subsequent years. Read the fine print to be sure you know what you will get for the registration fee.

Many domain name registrars are listed with **InterNIC**, an organization that provides public information regarding Internet domain name registration services. One service InterNIC provides is maintaining a list that indicates which have signed the 2009 or 2013 Registrar Accreditation Agreement (RAA). InterNIC updates its records daily. Many registrars are not listed here. This by itself does not mean the registrars are not reputable. Consider the list to be the Internet equivalent of the Better Business Bureau.

Be cautious when reviewing search results for domain name registrars. Those companies listed at the top have paid to be placed there. This does not mean their products and services are higher quality than others.

Domain Name Registrar Name	Annual Cost	Other services offered
land1.com/Domain-Name-Registration	As low as \$0.99 per year for .com to level domain. Regular price is \$14.99. Free with web hosting.	Offers web hosting. Drag and drop interface. E-mail.
http://www.bluehost.com/wordpress	Free with web hosting.	Special offer for WordPress.org users - \$3.95/month. Regular price \$5.95. One of three recommended web hosting services by WordPress.org
http://www.domain.com	\$9.99/year for .com	Web hosting from \$3.95 - \$13.75 per month. Includes WordPress.org hosting.
http://www.dreamhost.com/	Starting at \$4.95	Web hosting at special price \$19.95 per month, regularly \$24.95. One of three recommended web hosting services by WordPress.org
https://www.easydns.com	From \$15.00 and up; Free with web hosting	Has signed the 2009, but not the 2013 Registrar Accreditation Agreement (RAA). Web hosting from \$3.95-\$12.95 per month. Also supports WordPress.org
www.GoDaddy.com	\$8.99 (sale) for .com. Free with web hosting plan.	Offers web hosting, \$1-\$10/month Website Builder, and e-mail accounts. Supports WordPress.org.
http://www.hostgator.com/domains	\$8.00 for .com 1 year, introductory. Regular price \$20.00.	Not listed with InterNIC. Web hosting from \$2.23-\$5.83 per month.
https://laughingsquid.us/	Unknown. This one	From \$4-\$8 per month based

Domain Name Registrar Name	Annual Cost	Other services offered
	looks very technical, not for those unfamiliar with web coding.	on size. One of three recommended web hosting services by WordPress.org
www.maddogdomains.com	\$1.25 domain name sale. Regular price \$9.99	not listed with InterNIC; Website builder \$4.99/month. Web hosting from \$6.99-\$14.99/month
Namecheap.com	\$9.98 1 year (as low as \$3.98 per year) Free with web hosting.	Web hosting \$9.88/year with renewal price \$38.88. Note that the web hosting cost is not an error. It is less than the cost of the domain name – for the first year only.
www.networksolutions.com/domain-name-registration	Depends on Top Level Domain (.com, .org, etc.). GoDaddy claims the cost for one year is \$34.99. Free with web hosting.	Web hosting - \$9.96-\$25.97/month. Web builder included.
www.register.com	Depends on Top Level Domain (.com, .org, etc.) GoDaddy claims the cost for one year is \$38.00.	Web hosting - \$12.95-\$114.95/month. The last number is not an error – it is \$114.95/month at the high end with nothing between the low and high end.
www.wix.com/domain/names/	1 year free with web hosting at all but the most basic level	not listed with InterNIC. Web hosting from \$4.08-\$24.90/month.
https://en.support.wordpress.com/domains/	\$18.00 and up	Not listed with InterNIC. No Webhosting costs for .com version

And a word from one of the above - [10 things you MUST know before you register domain with anyone](#)

Another resource - [Start Blogging Online](#) - A simple, step-by-step guide for starting a blog in less than 20 minutes.