

How to Build a Web site

By Tim Van Hooser from INTOTHEBEST, Inc.

1. Collect the content you want on the site
2. Determine the purpose of the site
 - a. Are you trying to increase customers in the store?
 - b. Are you trying to sell advertising and sponsorships?
 - c. Are you trying to connect with your customers or fans?
 - d. Are you trying to sell items online?
 - e. Are you using the Web as a calling card so that people can get in touch with you?
 - f. Will the Web site be used to automate billing, customer service, or customer contact, lowering costs?
3. Analyze competitors sites
4. Collect a list of sites you like
5. Figure out what you want the site to look like
 - a. What design elements do you want to take from each site
 - b. What do you want to do differently?
6. What is your target market, what sites target this market?
7. What special functionality do you want to include?
8. What is your time frame?
9. What is your budget? How much will you make if the site works? How much will you lower your costs by?
10. What kind of Web hosting do you need?
 - a. How big is the site?
 - b. Do you plan to have streaming video, Web cams, and other multimedia?
 - c. Is it mission-critical, i.e. trading on Wall Street, or air-traffic control, or would 99% uptime be okay?
11. Do you want to maintain the site or hire someone else to maintain it?

The more organized and knowledgeable you are, the faster the site will go live.

You have three options when it comes to developing a site.

1. You can build it yourself (See Recommended Reading)
2. You can hire a professional
3. You can hire a relative or a college student

If you hire someone, be sure to check their work. Professionals will be more expensive than relatives or students, but you want the site to preserve your company's sterling image. We've all seen sites that look terrible. Hire someone with skill.

Recommended Reading

If you decide to build the Web site yourself or want to learn more about Web design, these books are worth a glance.

HTML for the World Wide Web with XHTML and CSS: Visual QuickStart Guide, Fifth Edition by [Elizabeth Castro](#) (Author)

JavaScript for the World Wide Web: Visual QuickStart Guide (4th Edition) by [Tom Negrino](#) (Author), [Dori Smith](#) (Author)

PHP for the World Wide Web Visual Quickstart Guide by [Larry Ullman](#) (Author)

PHP and MySQL Web Development by [Luke Welling](#), [Laura Thomson](#)

Thinking in Java by Bruce Eckel, available for free at: www.BruceEckel.com

Sams Teach Yourself MySQL in 21 Days by [Anthony Butcher](#) (Author)

Macromedia Flash MX for Windows and Macintosh (Visual QuickStart Guide) by [Katherine Ulrich](#) (Author)

About INTOTHEBEST : INTOTHEBEST provides Web design, Web hosting, strategy consulting, and personalized college counseling services. Prior to starting INTOTHEBEST, the partners worked on sites for Vanguard.com (Web brokerage), an Italian insurance company (Genertel.it), and Princeton University's golf team.

Sample site:

www.GaryHallJr.com

www.intothebest.com/perfectworld/

www.3DimensionalWealth.com

www.ArluckPromotions.com

www.HarbourCoffee.com

www.OliveBranchNY.com

www.IntotheBest.com

Description:

Olympic Gold Medalist

Perfect World Country Club

The Foundation for Family Values

Athlete and Celebrity Promoter David Arluck

Coffee company in Hershey, PA

Olive Branch Bookstore

IntotheBest, Inc.