



## DOMAINS AT RETAIL

<http://www.domainsatretail.com/>

Web Site Start Up Handbook

Version 1.0

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### INTRODUCTION

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Dear Customer,

Welcome to the world of Domain names, Web Hosting and Building Your Own Web Site! Domains at Retail provides you with all the tools you need to build a strong, prosperous business web site on the Internet. As a Domains at Retail customer, you are in a prime position to establish yourself as a successful Internet Web Site Owner. No matter which customers you wish to target and which products you promote to those customers, Domains at Retail provides you with the tools you need to succeed.

The Domains at Retail handbook will walk you through the steps involved in launching your e-business. The handbook will explain the products you need to start up your website. As many sites require different packages, enclosed you will find four different packages of products to choose from that you will need to start up your Internet website.

You are only a few steps away from putting your website on the Internet road map. This handbook will help you succeed in the Internet's virtual marketplace.

Included in this handbook, are five articles written by Michael Kralj including:

- What is a domain name and where to register?
- Increase Sales! Traffic! through Traffic Blazer?
- Dedicated / Virtual Dedicated Servers and its Benefits!
- The role of the robots.txt file to improve site ranking!
- Make your site quick to load!

These articles are free to use and reproduce on any web site, as long as the "About the Author" section is kept in tact and displayed, and that none of the article is removed or changed.



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## Successful Web Site Start-up Checklist:

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Package #1: Basic Site - Small sized site, with Light Graphics

Package #2: Intermediate-Heavy Site - Small-Medium sized site, with Heavy Graphics

Package #3: e-business Web Site - Custom Database Programming / Ecommerce

Package #4: Dedicated Server - Ex. Gaming Server, Large Corporation Web Site, Musicians Web Site

### Package 1:

Basic Site - Light Graphics & No Ecommerce	
P A C K A G E # 1	<ul style="list-style-type: none"><li>• <a href="#">Domain registration</a> to obtain a Web address for the business</li><li>• <a href="#">Economy Web Hosting</a> to secure a home for the Web site that resides on the domain</li><li>• <a href="#">Web Site Tonight</a> to build a Web site to showcase the work to visitors</li><li>• <a href="#">Traffic Blazer</a> to optimize the Web site and submit it to the Internet's search engines</li><li>• <a href="#">Traffic Facts</a> to help the business owner track visitor behavior on the site</li></ul>
Optional: <ul style="list-style-type: none"><li>• Purchase additional <a href="#">Domain Names</a> such as .net, .info, .biz, .org to Brand Your Market Name!</li><li>• <a href="#">Private Domain Name Registration</a> to protect spammers from overtaking your Email Inbox</li></ul>	
<b>Order these today to Start Your Web Site!</b>	

### Package 2:

Intermediate-Heavy Site - Heavy Graphics, Custom Programming and no Ecommerce	
P A C K A G E # 2	<ul style="list-style-type: none"><li>• <a href="#">Domain registration</a> to obtain a Web address for the business</li><li>• <a href="#">Deluxe Web Hosting</a> to secure a home for the Web site that resides on the domain</li><li>• <a href="#">Web Site Tonight</a> to build a Web site to showcase the work to visitors</li><li>• <a href="#">Traffic Blazer</a> to optimize the Web site and submit it to the Internet's search engines</li><li>• <a href="#">Traffic Facts</a> to help the business owner track visitor behavior on the site</li></ul>
Optional: <ul style="list-style-type: none"><li>• Purchase additional <a href="#">Domain Names</a> such as .net, .info, .biz, .org to Brand Your Market Name!</li><li>• <a href="#">Private Domain Name Registration</a> to protect spammers from overtaking your Email Inbox</li><li>• <a href="#">Online File Folder</a> to store, share, and distribute large files in / from a secure off-site location.</li></ul>	
<b>Order these today to Start Your Web Site!</b>	

## Package 3:

E-business Web Site – Custom Database Programming / Ecommerce	
P A C K A G E # 3	<ul style="list-style-type: none"><li>• <a href="#">Domain name registration</a> to obtain a Web address for the e-business</li><li>• <a href="#">Premium Web Hosting</a> to secure a home for the Web site that resides on the domain</li><li>• <a href="#">Quick Shopping Cart</a> to build attractive and versatile online storefronts in a few quick steps.</li></ul>
	<ul style="list-style-type: none"><li>• <a href="#">Traffic Blazer</a> to optimize the Web site and submit it to the Internet's search engines</li><li>• An <a href="#">SSL certificate</a> to secure transactions on the site and keep Credit Card Info Safe from intrusion and interception!</li><li>• <a href="#">Traffic Facts</a> to help the business owner track visitor behavior on the site.</li></ul>
<b>Order these today to Start Your Web Site!</b>	

## Package 4:

Dedicated Server for Heavy Traffic Sites needing their own Server Example: Gaming Server, Large Corporation Web Site, Musicians Web Site	
P A C K A G E # 4	<ul style="list-style-type: none"><li>• <a href="#">Domain name registration</a> to obtain a Web address for the e-business</li><li>• A <a href="#">dedicated server</a> to host the site and applicable files for your streaming, download, etc.</li><li>• <a href="#">Web Site Tonight</a> to build a Web site to showcase the work to visitors</li><li>• <a href="#">Traffic Blazer</a> to optimize the Web site and submit it to the Internet's search engines</li><li>• <a href="#">Traffic Facts</a> to help the business owner track visitor behavior on the site</li></ul>
	Optional: <ul style="list-style-type: none"><li>• Purchase additional <a href="#">Domain Names</a> such as .net, .info, .biz, .org to Brand Your Market Name!</li><li>• <a href="#">Private Domain Name Registration</a> to protect spammers from overtaking your Email Inbox</li><li>• <a href="#">Online File Folder</a> to store, share, and distribute large files in / from a secure off-site location.</li></ul>
<b>Order these today to Start Your Web Site!</b>	

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## ARTICLES:

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### What is a domain name and where to register?

A domain name is an alias for an IP address. Now what is an IP address? An IP address is a numeric code that signifies where to look through the Internet for content. An example of an IP address would be 22.226.141.25. Rather than typing in a long and easily forgotten IP address, a domain name helps you by typing an easily remembered name to access the same site.

For example, [www.domainsatretail.com](http://www.domainsatretail.com) is a domain name that points to a specific IP address. People can remember a domain name such as [www.domainsatretail.com](http://www.domainsatretail.com) much easier than they can a long numeric code.

Domain names are everywhere as many use it everyday. Think of search sites. Google and Yahoo both have corresponding domain names [www.google.com](http://www.google.com) and [www.yahoo.com](http://www.yahoo.com). If you have ever sent an email you have used a domain name. For example when sending an email to [user@sympatico.ca](mailto:user@sympatico.ca), sympatico.ca is the domain name.

Now that we have a better understanding of domain names, we need to know which domain name to pick and where can we register it. The domain name chosen for a web site can be a very important decision of marketing your company on the Internet. Its quite easy to just say pick a catchy domain that everyone will remember to use and you are set. In most cases it is that simple and you are set on your way to register the domain. However, at times the domain name you want has already been taken. And then you must think of a secondary name that you wish to use that will be just as catchy as the first.

OK, now you have picked your domain name you want. What is next? You need to choose a registrar for you domain name registration. There are many registrars who sign up and are available for the year, but you get no service from them whatsoever. Here are two domain name registrars that I would recommend for completing your domain name registration.

**1) Domains at Retail** - my own registrar that registers domain names. We provide great service and have 24/7 customer support. .com domain names are normally on sale for \$8.75 US / year, however they are currently being run on promotion for \$7.95 US / year. Visit Domains at Retail at <http://www.domainsatretail.com> for Cheap domain registration and excellent customer service.

**2) Domains at Cost** - excellent registrar with very competitive prices. I use this registrar for my .ca domain name registrations and renewals. They offer an excellent price (\$14.41 CDN per domain name registration) and I am always able to get someone on the phone and my

questions answered. Please Visit Domains at Cost at <http://www.domainsatcost.ca> for .ca Domain Name Registrations!

Good Luck with your domain name registration process and your start to your online marketing!

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### **About the Author:**

Michael Kralj is owner of Emenki Web Solutions and Domains at Retail. Emenki Web Solutions are web site designers and programmers based in Hamilton, Ontario, providing businesses with an informative and strategic approach to establishing an online presence on the web.

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## **Increase Sales! Traffic! through Traffic Blazer?**

### **What is Traffic Blazer and what are its benefits?**

As we know a lot of your web site traffic will come through search engines like Google, Yahoo! and MSN. You will have people visit your site through word of mouth, but an easy method to getting your name out is to be in the top 10 for specific search strings. Traffic Blazer promotes your business and web site through various methods I will describe shortly to increase your visibility on the internet and to make you more money. It will do this in a few simple steps and your site will be promoted with a few clicks and some entering of information.

### **Lets see how it claims to market your web site.**

1) Through Blog Search Engine Submission. I have recently come across this method and have began and submitted my own blog in regards to Web Design / Domain Names. Blogs seem to be the new "it thing" to get your site out there quickly. People read your blog and from your blog you can link to your website to gain one way links to your web site. This will increase your chances of gaining a higher search engine ranking. So it naturally seems to me submitting them to blog search engines will get your blog more in the spot light and increase your traffic further.

Just be careful if you decide to create a blog, and submit to blog search engines. Don't post too often in your blogs, only 1-2 times per day, or else it may be perceived by the search engines that you are using the blog only to gain advertising. This may hurt you in the long run, such as dropping in ranking or even being completely wiped out of the search engine ranking.

2) Through actual Search Engine and Directories Submission. This is very useful as the more search engines that list you, the greater it will have your site out on the internet for people to see. If you do this by hand as I did, this is a very time consuming task and having it automated helps the process a lot. It claims to submit to over 200 search engines and directories which is good, but in reality there is about four you definitely need to submit to: google, yahoo, msn and DMOZ. This may seem like this step is pointless to submit to over 200 places, but the more you get the name out there the better. Some people are dedicated to using smaller search engines and this can generate extra business you would not have otherwise.

3) Site Optimization - it says it will position your web site for top rankings with Google and other leading search engines, but I am still unclear as to how. My guess would be it suggests replacement words in your content to allow the major search engines to clearly see what the page is about. I still think your own site optimization, if you know how to optimize it for the search engines, is the best option. Otherwise, this may be a viable option for people with lesser experience on optimizing.

4) Site Analysis - It analyzes your site's strengths and potential weaknesses to help you secure crucial search engine success. This is a great tool in my opinion, as it may see something that you do not in your site that may be causing your rankings to be lower than they should be.

5) Keyword Optimization - It helps you find effective keywords for your web site. One benefit of using Traffic Blazer for this, is it shows you the words and phrases actual search engine users have searched for that are related to your site and will optimize the site for these keywords. This definitely is a great asset.

6) List Checking Report / Ranking Report - it tells you where you are located in the major search engines. This is useful if you quickly want to know where you stand in the search engines for particular search phrases. Trying to find your site ranking in the search engines is tedious to by hand, and this will reduce time it takes to find this information out.

7) HTML Verification - checks your site for HTML code problems. This is a great tool and you should always make sure the HTML for your page is up to W3C standards. You can look at <http://www.w3.org/> to find out about these standards, and I believe there is also an online checker there provided for free, as an alternative to using it through Traffic Blazer, but will not provide as clear results.

8) Robots.txt / Robots Meta Tag Generator - prevents incomplete or unwanted pages from being crawled and indexed by search engine spiders. You can view my other article I have written at: <http://www.emenki.com/robotstxt.html> to further understand what the Robots.txt file does and how it can affect search engine ranking.

9) Traffic Essentials - you receive a free guide to search engine optimization and the search engine industry. Many other places will charge as much as the cost of Traffic Blazer for similar guides, however this package is included in here. This definitely will increase your awareness on what search engine optimization is and why you definitely need to do it for your website to increase traffic and sales!

Overall I think this looks like a great package, and although many will agree you can do lots of this "Marketing" on your own, Traffic Blazer does allow you to complete the same in a much shorter time. The time savings you get from using this and not having to do it on your own definitely makes paying the cost and purchasing Traffic Blazer something you should look into.

One thing I do not mention is the cost of Traffic Blazer and you may find it at various sources.

At Domains at Retail, the cost is only \$24.95 / year. This is a great price if you have limited search engine optimization experience, and do not want to hire the services of a professional who can not even guarantee top placement.

You can view more information at [Domains at Retail: Traffic Blazer](http://www.domainsatretail.com/trafficblazer.html) site:  
<http://www.domainsatretail.com/trafficblazer.html>

Hope I have helped give insight into this product, and if it is the right product for you!

Good Luck with your Search Engine Optimization strategies and success!

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## Dedicated / Virtual Dedicated Servers and its Benefits!

What is a Dedicated / Virtual Dedicated server and why is it different than normal web hosting. Web hosting offers you limited control of how the server your web site is hosted on behaves. Normal hosting plans put many customers' accounts on a single server and you upload your files to that Server. Dedicated / Virtual Dedicated servers allow you to actually control your own server where you receive Admin access to install and run virtually anything YOU want on the server. You can host multiple web sites on the one server account, and even sell hosting and host other sites on your server.

I have referred to Dedicated and Virtual Dedicated Servers. You may ask, what is the difference? Virtual dedicated servers are similar to Dedicated servers as they offer many of the same features, but at a much lower price.

With a virtual dedicated server, the customer shares the server space with a limited number of other customers using the same server box. Each virtual dedicated server is isolated from the other accounts giving the user full control of their own server. Virtual dedicated servers are useful for companies and individuals that run complex applications that need the bandwidth, consistent performance, and flexibility of a virtual dedicated server.

With a dedicated server, you actually lease a server box that is dedicated to only you and is set up to your preferences. The dedicated server customer has exclusive rights to the server's bandwidth, memory and storage space. Also, a dedicated server account provides full control of any software installation on the server. Dedicated servers are useful for companies and individuals that run very-high-traffic Web sites or applications that need the bandwidth, versatility, and consistent performance of a dedicated box.

Dedicated / Virtual dedicated servers are an excellent choice to use for gaming sites, database management, shared hosting, and hosting of Web sites that receive high amounts of traffic.

Companies now offer your own customization of your Dedicated / Virtual Dedicated Server. This allows you the flexibility to choose one of their popular pre-packaged plans, or go wild and customize and configure your own virtual dedicated server by selecting your own options.

One bonus that can help you decide on where to get your server from is the support they offer, the value they give you when signing up and what system you will actually be running the server on. With support, the standard now is to be offered 24x7 email, telephone and Web-based tech support, as well as you having access to modify your server 24x7. Sometimes a free offering when purchasing the server is given. You should look for companies that offer Free and quick setup of the server, so you may be running in no time.

So you have decided you need a Virtual Dedicated Server or Dedicated Server. Now what? You need to choose a company to purchase your Dedicated / Virtual Dedicated Server from. Here is a company I recommend for purchasing your Dedicated / Virtual Dedicated Server from.

Domains at Retail - offers 24x7 email, telephone and Web-based tech support for your Dedicated / Virtual Dedicated Server, allows you to pick a pre-configured server or to customize your own server and will set up your account for free. Visit Domains at Retail at <http://www.domainsatretail.com/wholesalehosting.html> for your Dedicated / Virtual Dedicated Server needs!

Good Luck with the purchase of your Dedicated / Virtual Dedicated Server and start running your server today!

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## The role of the robots.txt file to improve site ranking!

Not many web master take the time to use a robots.txt file for their website. For search engine spiders that use the robots.txt to see what directories to search through, the robots.txt file can be very helpful in keeping the spiders indexing your actual pages and not other information, such as looking through your stats!

The robots.txt file is useful in keeping your spiders from accessing parts folders and files in your hosting directory that are totally unrelated to your actual web site content. You can choose to have the spiders kept out of areas that contain programming that search engines cannot parse properly, and to keep them out of the web stats portion of your site.

Many search engines cannot view dynamically generated content properly, mainly created by programming languages, such as PHP or ASP. If you have an online store programmed

in your hosting account, and it is in a separate directory, you would be wise to block out the spiders from this directory so it only finds relevant information.

The robots.txt file should be placed in the directory where your main files for your hosting are located. So you would be advised to create a blank text file, and save it as robots.txt, and then upload it to your web hosting to the same directory your index.htm file is located.

Here is examples of the use of the robots.txt file:

To block out a directory in a robots.txt file, such as a subdirectory for your online store called /store/ you would do the following: Disallow: /store/

Another example to block out your stats directory: Disallow: /stats/

You may also want to disallow individual files that you do not want searched by the search engines. For example you dont want search.php to be parsed by the Search Engines. To do this you type in the following on its own line:

Disallow: /search.php

Following the rules outlined and creating the robots.txt file, you will keep search engine spiders out of unwanted files and directories, and letting them go through the important files to see what your web site is all about!

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## **Make your site quick to load!**

The time it takes to load your site can make or break a visitor's first impression of your site. If your site takes too long to load, the visitor will click "Stop" or "Back" and leave your web

site. If you are a business and offering people important information, it is critical to have a nice design, with a quick load time.

You may want to check out the load time of your page, to indeed see if your site loads quick enough for the average user. A great site tool can be found at <http://www.websiteoptimization.com/services/analyze/> where you are able to enter your site and it displays a report on the time it takes to load your site on different connections, in addition to tips to decrease load time.

Upon doing a speed test, if your first page takes a great time to load in the visitor's browser, it is in the best interest to do some redesigning to decrease load time and increase the number of visitors that will not click back on the browser. We must remember that not everyone is running on DSL or Cable modem. Many users still dial up using a 56K connection. As web designers and site maintainers, we want to ensure our site's load quickly, as to not lose potential visitors to your site.

Images, Sounds & Animations are the major menaces to download time. While these add nicely to a site, they may take up a lot of time to load. If you may avoid large sized files, please do. Many images may be optimized to look the same, however taking up less space, and download more quickly. Many image editors such as Adobe Photoshop or Paint Shop Pro can perform these tasks.

Sounds & Videos should be avoided on your main page, as they take up most time to load. Keep these for inner pages if possible. Videos and sound files can be from 100 KB to 1 MB in size or larger. If the user needs to load a 500 KB video file on a 56 K modem, it will take upwards to 89 seconds to complete. This definitely could turn the user away from your site. So keep these files to a fairly small size, or avoid if possible.

Text can also play a significant role in the load time. If you have a large amount of HTML code and large amount of content on your main page, it will also increase the load time. Text however is not as significant, as the entire text you have on the site may not be even the same size as a couple of pictures combined.

So limit the large sized graphics on your web sites. Your visitors will appreciate the fast loading site with the information being presented that they are looking for!

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