

Web presence is not a luxury but a necessity today....

It's not rocket science to create a web presence. This article takes you through the various steps to develop your website ...

The process of creation of a web presence starts with getting a domain that represents your business entity. Domain is an identity that your business will have on the Internet, and hence it has to be well thought of. No two businesses can ever hold the same domain name simultaneously; therefore your Internet identity is totally unique. If you have a business site on the Internet your domain name is your own online brand and in a sense you can use your domain name as your online business card. Keep the following points in mind while selecting a domain – try to think of catchy words and phrases that will bring more traffic to your website, try to use a domain that is relevant to your business, try to keep the domain as short as possible around 5-20 characters.

Once you have a domain name in place, the next step is to create a website for your company and then host it on the World Wide Web. Buying web hosting is like buying yourself some space on the Internet. Depending on the type of website you have you can choose what type of hosting you want to buy – windows hosting or linux hosting. If you have a plain informative/brochure website it does not matter much what hosting you choose, but if you have an ecommerce website and you are selling online, you would have to take an informed decision. You can also buy email hosting to make your email ids more professional looking.

Now the next step is to make sure that your website can be reached by people i.e. search engine optimize your website. Search engine optimization refers to the art of making your website searchable on various search engines. This is done by optimizing your website for various keywords – the words or phrases that people will use to look for businesses like yours. Once the site is optimized and people reach your site looking for certain products/services, you would start receiving targeted hits/leads on your website. www.seogenies.com talks about a framework for search engine optimization.

Once you have your website in place, you can think of doing many value additions such as adding a live chat tool on your website www.livechatgenie.com, which will help you monitor the traffic on your website. If you have an ecommerce website maybe you can add an SSL Certificate www.sslgenie.com to create the confidence in your customers.

So build your web presence fast – register a domain, buy web hosting and email hosting, build your website etc at www.dotcomgenie.com

About the Author

<http://www.dotcomgenie.com>

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