

Components of web publishing

Web publishing is a large process and identical to book publishing. It starts right from writing the first word of the first page to the moment it gets published. Likewise, Web publishing includes different stages till it becomes available for the premiere. The process includes deciding a name of domain, registering it with the competent registrar, starts writing contents for the site, designing pages for them, uploading the site with a host. Every stage is crucial and one has to be careful while choosing perfect software for designing and uploading and deciding about the most appropriate host in terms of facilities offered and investment as well. There are basically five phases in web publishing as follows-

- Domain name planning and registration
- Web hosting
- Web design and development
- Promotion
- Maintenance

Domain Name Planning and Registration

Domain name is an address where Internet users can find one on the web. The first phase of Web Publishing is domain name planning and registration. There are certain things one must consider while one is going to get a domain name registered.

Getting a Domain Name

The first thing one needs to do before anything else is to get a domain name for the proposed site. A domain name is the name one want to give to one's website. For example, blogspot.com is a domain name. To get a domain name, you have to pay an annual fee to a registrar for the right to use that name. Getting a name does not get

you a website or anything like that. It's just a name. It's sort of like registering a business name with some competent government to avoid duplication of the name.

Choosing a Domain Name

Before one rush out and choose your domain name or name your website, you would like to consider the following points

Your Domain Name should be Your Website Name

Domain name that matches one's brand name is very important. The very name that one uses to advertise one's product is the name that one will want for one's domain, because that is the first thing that people will try in their browser.

Your domain name should not be too long

Domain names can be of any length up to 67 characters. one doesn't have to settle for an obscure domain name like bgo.com when one mean's blogspot.com

If one manages to get a short domain name though, the key is to make sure it's meaningful combination of characters

Your domain name should be hyphens free

Domain name with hyphenation has got some advantage as well as some disadvantages. Search engines can distinguish your keyword better if you have domain name with hyphen. Disadvantage is that it is easy to forget hyphens when typing a name. Moreover, when somebody recommends one's site to his./her friends verbally having hyphens in your domain name leads to more potential errors than when the name does not contain hyphens. Therefore, it is advisable to avoid domain name with hyphens

Your domain name should not contain plural words

Plural form of the domain name always creates loss, since the chance of the visitor failing to type the "s" in the name is very great. For example, somebody wants to log on to websites.com but mistakenly leaves website.com may lead to a loss of clients if the products are the same on the both domains

Your top level domain name should portray the nature of your site

If your site is of a charitable institution or a voluntary organization, never get a domain name with .com Neither forget to choose country specific top level domain if one is working for the clients in a particular country only. If one is doing business for profit .com is the best top level domain. And if one is doing business in India, select in as country specific top level domain.

Assignment

1. What are components of web publishing?
2. What factors should be kept in mind while choosing domain?