



FECN News

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On the web at: <http://florida-webmasters.com/news>

Things to consider for your web site:

Domain Name:

This is more important than many seasoned web masters even know. Obtaining a Domain which is named the same as your company name if possible is not a bad idea, however; if your company name itself does NOT include wording within the name itself which you are trying to Target on the Internet it WILL be much harder for your site to do as well as it could do in the search engines!

A business for example such as mine which does Web site designs and web mastering would NOT be served as well in the online world with a domain name such as: hoganenterprises.com than it would be served with a name such as: florida-webmasters.com

The Name itself florida-webmasters.com CLEARLY says right in the Domain itself that we are well - Florida web masters and search engines DO USE the actual Domain name and what wording it contains as part of HOW they rank your site !

Domain Extensions:

There are many domain extensions today. Typically you want to obtain a TLD domain (Top Level Domain extension) which would be a .COM, .ORG, .NET if your preferred name in these extensions is available. The .COM one is meant for profit type businesses, the .ORG is for non profit type enterprises, and the .NET is meant for Network type enterprises.

Types of web sites for your needs:

When it comes down to it there are really only two types of sites. Older **Static type HTML sites**, and **Dynamically driven type sites**. Either one will cost you about the same to get done by a webmaster, but the Dynamically driven type will cost you MUCH LESS to manage in a short amount of time.

The reason is simple. Static type sites are created and managed by THE WEBMASTER anytime you need to make changes, add pages, or add features to your site, it will require the webmaster do so FOR YOU and believe me they ARE going to charge you each time for the work!

Dynamically generated sites are easy for YOU to manage, add new pages, add new features, even add Video, Photos to your pages, and much more without incurring this constant cost factor. They are more DIY (do it yourself) friendly once the site has been setup of course.

These types can also allow for Memberships at your site and participation at your site and contain built in E-Commerce ability, Forums, Syndicated News, Google friendly site map builders, Classifieds (if you wish to enable them), Chat Box, Private Messenger modules, Calendar of upcoming events, Online Game Rooms, Postcard system, Job Search modules, Recipes modules, News Letters for members, and much more!

ALL managed from a single admin login from YOUR SITE and not some third party.

We ONLY do these sort of Dynamic sites as they are our specialty and these types always do better for the client in the search engines, and the owner of such sites ALWAYS LOVE THEM.

Your new Dynamic style site will be customized for YOUR look and appeal and includes:

1. Logo Design for your business if you do not yet have a logo
2. Free in person Training and support to get you in the know as to HOW to use your new site - Free at OUR office, or at your office will incur travel time and fuel costs.
3. Free hosting services for 3 months for your site. After 3 months IF you decide to stay hosted with our company the cost is \$20.00 per month for 5 gigs bandwidth and 5 gigs disk space
4. Free promotions at one or more of our News Portal sites (valued at \$125 for EACH portal)
5. Free SEO optimizations and submissions for the first time submission IF you stay hosted with our company (value of \$250)

These types of sites are designed to KEEP you ahead of the rest, maintain customer loyalty, Save you \$\$\$\$, and are easy for YOU or a staffer to manage. They are meant for a business which wants to easily control their online content, and even online membership bases.

No one else offers what we do for our valued clients. No one else offers the same system we offer as we are Co-Authors of many aspects of this fine CMS system. No one else offers the low pricing we offer for this superior system, Training you, SEO tasks, or advertising incentives we give you!



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Please answer the following questions so we may best serve your needs:

What do you wish your web site to do for you?

Do you already have a Domain Name you wish us to setup your new site at? _____ What is it? _____

If you plan on doing any E-Commerce sales at your site How many items are you going to wish to put up online? _____

Do you already have a logo for your business or do you wish us to create one for you? _____

We like to work via an example of WHAT YOU LIKE. Review the web a bit while looking for similar business models to your own and pick the top TWO sites you come up with in your searches that YOU like the best. We will review them both to come up with a similar look and appeal for your sites needs.

Site One: _____

Site Two: _____

Personal Information:

We will of course need your name, business name, business address, Phone, Email Address you wish to use, and your PayPal account name if you have a PayPal account.

We are members of a local professional Co-Op who work together as much as possible. Experts in Remote Surveillance, Networking, Electronic Repairs, LCD Monitors, Computer Repairs, computer sales, Virus Removals, and more. Their profiles can all be seen at our <http://florida-webmasters.com/news> web site. Sometimes they will offer SPECIAL DEALS on some of their services NOT available to the general public. Would you like us to contact you about such offers when they become available? _____

Please review (print out) THIS PAGE so it is in front of you, and complete our online Mailing form at: <http://florida-webmasters.com/news/contact.php> including all of the above. This way it makes it easier for us to read and file for our records and typing out such in an email tends to be less error prone.