



Web Tips Fact Sheet

- **Domain names:** Always choose a domain name that is easy for your users to spell and remember. You can register many different types of domain name, the 2 most common ones in the UK are .co.uk and .com. Domain names need renewing on an annual (for .com) or a bi-annual (for .co.uk) basis.
- **Web Hosting:** Hosting is effectively 'renting' space on a web server for your files to be displayed on the Internet. Every website requires web hosting. Many companies offer very cheap rates but impose restrictions on things like bandwidth and the amount of traffic your site can receive. Always read the fine print.
- **Web design:** Your website is your online business presence. It should look attractive and professional and have relevant, up-to-date information. Hiring a professional design company can produce great results for you. Your design should reflect your company branding and colours to maintain a consistent look and feel.
- **Updating your website:** You should always ensure that your website is displaying the most up-to-date information for your customers. You're likely to lose business to your competitors if your customers cannot rely on the information found on your site. If you're selling products online all prices and product information need to be correct. It's a good idea to appoint a single person or, depending on the size of your site, a single team of people to be responsible for maintaining your website.
- **Email:** This is a very cost effective way to communicate with people. Email should be widely adopted in your business. It can save costs on postage, deliver messages instantly whatever the weather and allow you to send promotional material to your customers on a regular basis. If you're not using email to its full potential you should be.
- **Spam and viruses:** You should NEVER go online without anti-virus software installed. If you're using Windows and don't want to pay for anti-virus software/anti-malware software you can download [Microsoft Security Essentials](#) for free. Whilst not as good as some commercial products it will provide you with decent protection whilst online.
- **Web browsers:** Today in the UK Internet Explorer is the most widely used web browser. It comes pre-installed on almost all Windows PCs and it's what people use. We would advise against this. For a much better (and more secure) web experience try [Firefox](#) or [Google Chrome](#) (the fastest web browser currently available and our browser of choice). Both are free.