

Got a Web Page?

With so many providers to choose from, which Web host is best for you?

It pays to assess your needs and research your options before you select a service.

FREE NUIT TECH TALK THIS FRIDAY
*Evaluating and Selecting a
Web Hosting Service for Personal Use*
Friday, April 28 • 12 p.m. - 1 p.m.
University Library Forum Room
and Wieboldt Hall, Room 421

Please register online at
www.it.northwestern.edu

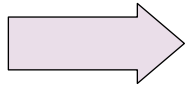


NORTHWESTERN UNIVERSITY INFORMATION TECHNOLOGY

www.it.northwestern.edu



Agenda



- Pubweb retirement
- Web host types and services
- Assessing your needs
- Campus resources for site design
- Sample host overview



Pubweb Will Be Retired

Many Pubweb users have already closed their accounts

Remember: Move Web pages prior to closing account

Remaining data will be deleted



Moving Your Web Pages is Easy with FTP Software

- Download your files to your workstation via FTP before moving them to another location
- FTP applications are free for download at www.it.northwestern.edu/software
 - Use AbsoluteFTP with PC
 - Use Fetch with Macintosh



Deleting Your Pubweb Account

- Go to the Add or Remove a NetID Service page at <https://snap.it.northwestern.edu/it/snaps/newservice.cgi>
- Select "Please delete my Pubweb account and all of its files"



For Faculty and Graduate Students:

If you have an active account containing University-related content, assistance is available to locate new resources for your needs

Faculty:

Contact Brian Nielsen
Academic Technologies
b-nielsen@northwestern.edu

Grad Students: Contact your department's
IT support staff



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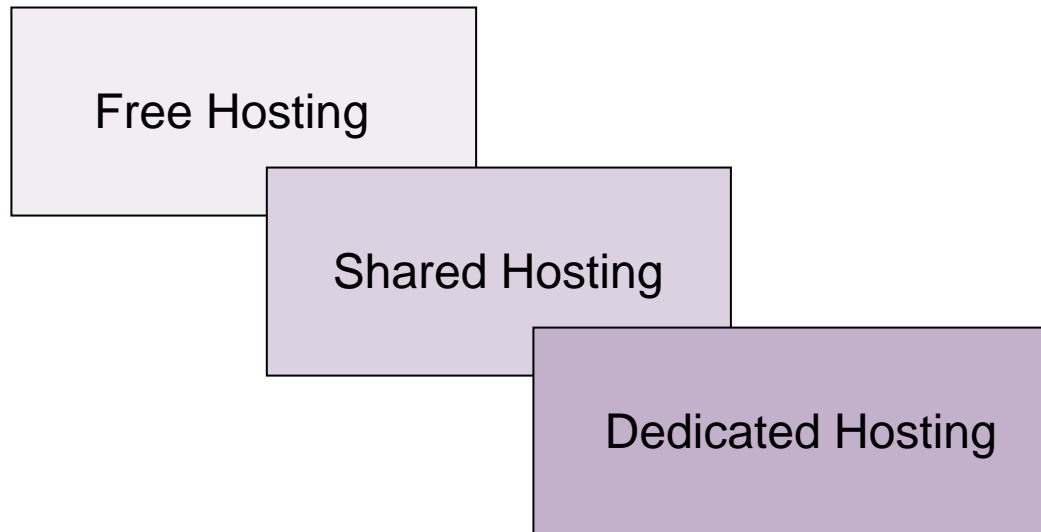


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Web Hosting: the Real Estate of the Internet

- A Web Host makes your information available on the Internet
- For personal use, there are three primary types:



Free Hosting Offers Limited Functionality

Host Provides

- Domain name is often with the host provider, e.g. www.webhost.com/yourpage
- Limited customer support
- Banner advertisements at the top of your page

Your Needs

- Site for personal, not commercial use
- Small Web site with no expectation for growth
- Low expectation for performance or reliability



Shared Hosting is the Most Popular Form of Web Hosting

Host Provides

- A dedicated portion of a larger server
- Service to a personal domain name e.g. www.yourname.com
- Customer support
- E-mail addresses
- Uptime guarantee

Your Needs

- Site for personal or light commercial use
- Small to medium sized Web sites
- Willing to spend \$10-30 per month for service



Dedicated Hosting is Often Used for Web-based Business

Host Provides

- A server dedicated to your site only
- Extensive customer support
- Uptime guarantee
- Backups
- Uninterrupted power
- Redundancies

Your Needs

- Site usually for commercial use
- Large sized Web sites
- Willing to spend \$100+ per month for service



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Assess Your Needs to Find the Best Web Host for You

The following need areas can determine the kind of service and host you need:

- ✓ Disk space
- ✓ Bandwidth
- ✓ Domain name
- ✓ E-mail accounts
- ✓ Support
- ✓ Other features
- ✓ Design



Disk Space is the Amount of Space Available for Storing Web Data

You may need less space than you think, remember:

1 byte = 1 character

1 KB = 1000 bytes

1 MB = 1000 KB

1 GB = 1000 MB



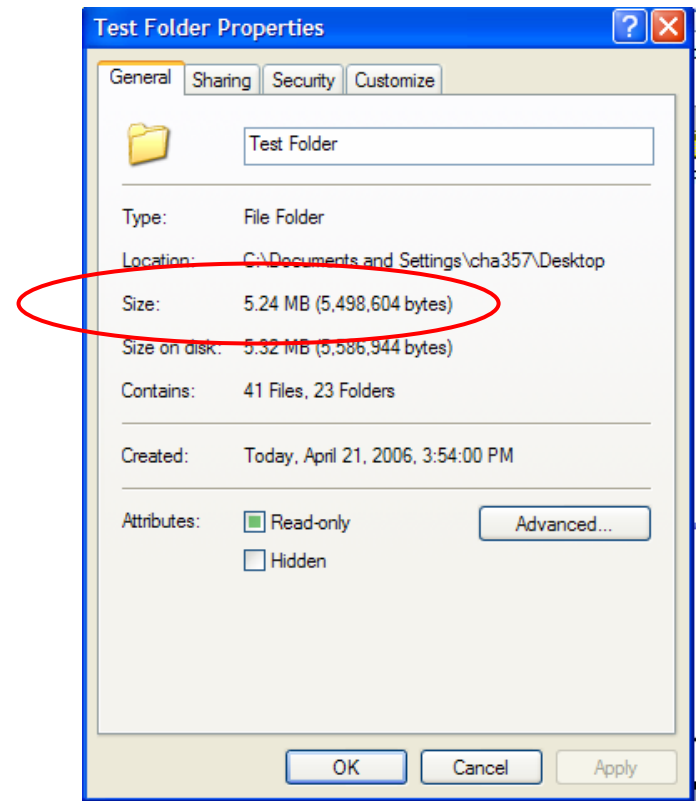
How Much Disk Space?

- The average Web site uses 2-3 MB of space
- For example, a 10-page site with many graphics uses .7 MB
- Most personal sites will not use more than 20 MB
- Video, audio and photo files use more space



Estimate How Much Disk Space You Need

- Your space need is the sum of the files, images, and attachments you use on your Web site
- Once you have compiled and created the content:
 - In Windows, go to Explore
 - Select the file of your site content
 - Right click to Properties
 - Locate Size



Estimate How Much Bandwidth You Need

Bandwidth is the amount of data transferred by viewers from your host, measured monthly

Most sites without downloads and video/audio need no more than 2 GB bandwidth

Bandwidth Examples:



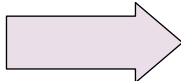
Site size x Views = Bandwidth

3 MB x 100 = 300 MB/mo

10 MB x 100 = 1 GM/mo



Consider the Importance of Your Site's Domain Name

-
- Do you need to transfer an existing domain? 
 - Many hosting services allow transfers for a small fee or for free
-
- Do you need a unique domain? 
 - Unique domains look more professional
 - A domain under the host provider is often free
-
- Are you starting from scratch and need to register a domain? 
 - Purchase from host or a register accredited by ICANN
 - Purchasing outside your host provider can allow for easier transitions if you stop service



For E-mail, Choose From POP or Forwarding

POP E-mail (Post Office Protocol)

- E-mail stored on Web Host's server
- Accessed by your e-mail program, such as Outlook, or Web-based interface

E-mail Forwarding

- Redirect e-mail from Web site traffic to your personal e-mail account
- For example, the addresses: webmaster@goflyakite.com
events@goflyakite.com

forwards to:

janedoe@gmail.com



Customer Support Varies in Quality and Availability

Consider Your Needs:

- How important is site uptime?
 - Does your income depend on it?
- How tech-savvy are you?
- Does downtime drive you crazy?
- Will you be able to solve technical problems on your own?

Try This Test:

- Call the provider's support service at different times, ask questions, and measure the response
- E-mail support service and see how long it takes to get a reply
- Compare providers and see if your experience matches their claims about support



Most Providers Offer Additional Features

- Do you want the site to be interactive?



- Look for blog tools

-
- Will purchases be made on the site?



- Look for shopping cart services

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- Do you need to increase traffic to the site?



- Look for services that help submit your page to search engines
- Look for site traffic reporting tools



How Will You Design Your Site?

If You have Little Design Expertise:

- Look for hosts that offer internal site-design tools
- Templates and click/drag design allow you to create simple sites quickly
- These tools are often provided for free with the package you select

If You Are Design-Savvy:

- Make sure the host supports the programs you use
 - Dreamweaver
 - Frontpage
 - CGI
 - MySQL
 - ColdFusion
- Understand how files are updated, e.g. FTP, content management, etc.



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Design Resources are Available on Campus

For Faculty and Staff

- 2East Digital Media Services provides:
 - Dreamweaver
 - Photoshop
 - Scanners
 - Workshops
- More information at <http://2east.northwestern.edu>
- Dreamweaver workshops by HR <http://www.northwestern.edu/hr/training/computer.html>

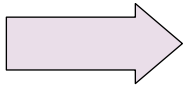
For Students

- MediaWorks lab provides:
 - Dreamweaver
 - Photoshop
 - Flash
 - Scanners
- More information at <http://mediaworks.at.northwestern.edu/home.cfm>
- Check your individual school for additional resources



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A Sample of Web Host Offerings

Host	Features	Price per month
Angelfire www.angelfire.com	25 MB space 5 GB bandwidth	\$4.95
AOL Hometown www.hometown.aol.com	Page with personal profile	Free
Blue Host www.bluehost.com	10 GB space 250 GB transfer bandwidth	\$7.95
GoDaddy www.godaddy.com	5 GB space 250 GB transfer bandwidth	\$3.59
Homestead Quicksites www.homestead.com	25 MB space 5 GB transfer bandwidth	\$9.99
iPowerWeb www.ipowerweb.com	10 GB space 250 GB transfer	\$7.95
MySpace www.myspace.com	Page with personal profile	Free
Yahoo geocities.yahoo.com	500 MB space 25 GB transfer bandwidth	\$4.95



*The services outlined are provided as a limited reference regarding Web hosting alternatives.
Northwestern cannot recommend any one service provider.*

Questions?



For Questions About Pubweb Retirement:

847-491- **HELP** (4357)

consultant@northwestern.edu

www.it.northwestern.edu



Accounts with University content should contact:

Faculty: Contact Brian Nielsen
Academic Technologies
b-nielsen@northwestern.edu

Grad Students: Contact your department's
IT support staff



Join Us for the Upcoming Tech Talk

Stay Connected
Keep Your Computer Safe
and Connected all Summer

Friday, May 12

Same locations, Noon – 1 p.m.

