Become an Internet Sensation

Web-Publishing All the Way

Want your own website? The Web often inspires such a desire sooner or later. At some point, reading or posting on other people's pages isn't enough. You may want a site of your own for many reasons, personal or professional, but they all come down to staking out your identity and proclaiming your interests in the vast planetary bazaar of the World Wide Web.

You, too, can have an online territory all your own to express yourself freely, show off your creativity, and connect with like-minded enthusiasts on your own terms. But many newcomers are put off by the assumed difficulties or all the options available. Others are afraid of the expense or commitment.

If you are one of these people, cheer up. Web publishing is not rocket science; you don't have to be a geek to build a great website, a wordsmith to write one, or a tycoon to run it. The main requirements are simply the desire and an idea.

Southwest Cyberport can provide a site to fit your dream, from the simplest to the most complex. Some websites can use professional pre-built templates and online editors that make creation easy; there are plenty of other resources online that can help, and a

wealth of talented professional web designers able to help with advanced commercial sites, too.

If you don't like something on your site, it's quick and easy to change or delete. So you can continue to develop, upgrade, and tweak your sites' content and appearance to whatever level of beauty and interaction you desire. But the **impermanence** of the Net also means that you will need to maintain your site. Information changes, links die, new sites, tools, and formats come along, and everything needs to be kept current or visitors will leave in frustration.

How websites work

Before jumping in, you do need to know a little about websites, but fortunately, unless you're determined to build yours from scratch, you don't really need to know much about how they actually work.

All webpages are written in a computer language called **HTML**. But advanced webpages can contain a lot more than HTML. Scripts in other computer languages are often embedded to run applications, gather data, or generate graphic displays.

Basically, a **website** consists of **webpages**: Web documents that display information in the form of text, images and other media. The first one you see when you visit a site is called the **homepage**.

The homepage and all the pages are stored on or generated by a **Web server**, which fills requests for Web documents, along with resources to make it all work together: text and picture files, and often scripts and databases as well. Webpages can range from simple motionless displays to active interfaces that nimbly respond to user input and actions to produce and exhibit individually crafted data.

Every website, of course, needs an online address (or **URL**) so it can be located. These are based on Internet **Domain Names**, consisting of a word as the name, sometimes with a prefix separated by a period, and end with a syllable tacked on that tells what general kind of site it is, like **.com** for "commercial" or **.org** for "non-profit organization" or even the country or region like **.cn** for "China".

SWCP's main domain name is **www.swcp.com**. Most websites have their own; charges start at *$20/year*, but some kinds of Domain Names have special conditions and/or higher rates. SWCP registers Domain Names; you can even "park" ones you own but aren't using here. Free **Domain Aliases** can also be used in certain circumstances, but they must be registered too. Call our Help Desk for more information.

Your own easy-to-remember Domain Name will help establish a serious, long-term presence on the Web. If you have simple non-commercial low- traffic needs, you may not need to invest in one. SWCP provides **free webpages** to our broadband or dial-up customers. The address uses our domain, something like **http://pages.swcp.com/~yourname**. A bigger drawback is that you'd have to build the webpage without the benefit of our online tools.

Web hosting bundles

As you might expect, the more active that a website is, the more complicated it is to set up and expensive to run because it takes up more server space and resources. But not everybody needs everything available. So we've bundled the most commonly used services into three convenient packages – **Starter**, **Basic**, and **Professional**. These will economically give you a larger, more dynamic presence with your own Domain Name and just those services you need.

The **Starter package**, at just *$7/month*, is perfect for beginners posting your resume, brochures, and announcements. It comes with 20MB of storage space, 1GB transfer/month, and basic statistics. Best of all, it comes with **VLW**, a simple, elegant, and very easy to use Content Management System (**CMS**).

VLW means "Very Light Weight" but it's surprisingly powerful. You can change the look of your site by choosing from over a dozen templates anytime you wish, write and post content from an online text editor, and even create your own pages and links, including contact forms. VLW offers a convenient and pain-free introduction to web publishing. And the templates and online text editors can be a great help.

Once you're confident and eager for more interaction, you can upgrade to a more powerful web-publishing bundle. Our next level, the **Basic Web Hosting Package**, offers even more CMS tools that you can use starting with **WordPress**, the versatile, highly popular blogging platform. With thousands of available templates and plug-ins, WordPress can be much more than a custom blog but an entire site. SWCP employs it, for instance, as the centerpiece of our own recently-revised homepage.

Other Web applications you can use are **Email Form Results**, **phpBB** online forum bulletin board manager, **WikiMedia**, and the **Coppermine Photo Gallery** for posting your own photo or art galleries. These come with 5 email accounts, 200MB storage space, and 3GB monthly transfer for only *$15/month*.

If you have high ambitions to be an online merchant, run the "go to" site on any subject, or build an interactive corporate portal, the **Pro Web Hosting Package** can fill the bill. It is designed for high-powered e-commerce and advanced applications like forums and wikis plus fully-featured CMS sites.

Pro Web applications include **Joomla**, **Drupal**, and **Geeklog** heavy-duty CMS programs, the **ZenCart** online shopping cart system, and the **FileManager** and **WebCalendar** applications. Ideal for online shopping sites and other power users, with 15 email boxes, 2000MB storage space, a monthly transfer of 20GB, up to 10 MySQL databases, and advanced Webalizer usage statistics for just *$25/month*.

For e-commerce sites, SWCP can provide **SSL Certificates** to enable encryption for financial transactions, and also access to the **Authorize.net** online merchant account gateway. If all this isn't enough, **virtual servers** to handle additional Domain Names, extra transfer bandwidth, and disk storage space can be easily and economically provided.

Southwest Cyberport also offers **discounts** for non-commercial websites, so that Non-Profit Basic sites, with all the same features, cost only *$10/month*, and Non-Profit Pro sites just *$15/month*. Discounts are also given for paying in advance, too.

Discover the World of WordPress

Southwest Cyberport is one of the sponsors of **WordCamp Albuquerque**, a conference that focuses on everything WordPress. Everyone from casual users to core developers participate, share ideas, and get to know each other. WordCamp Albuquerque is being held *September16-18* at the Sheraton Airport and is open to the public.

See **http://2011.albuquerque.wordcamp.org/** for details.