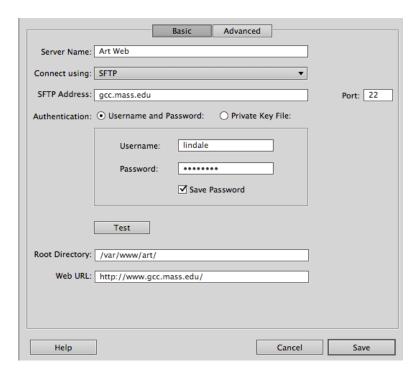**ART 263 Web Site Design**
Publishing and Promoting a Site

Publishing (Uploading) Web Sites Using Dreamweaver
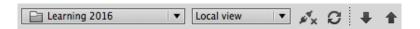
1. Choose Site menu -> Manage Sites.
2. Select your site and then click on the Edit button.
3. Click on the Servers category.
4. Click on the + symbol to add a server.

5. Set:
   a. Server Name – you choose what you want to refer to this server as.
   b. Leave "Connect using" set to FTP (File Transfer Protocol – a standard set of communication rules for transferring files across networks).
   c. FTP Address – the address of your ISP's FTP server.
   d. Username – your user name or ID. This is typically the first part of your email address, though it varies from ISP to ISP.
   e. Password – typically your email password, though again it may vary depending on your provider.
   f. Root Directory – some ISP's require that you specify the exact directory to transfer your files to; others automatically set this for you. Typically the directory is WWW or HTTP or something along those lines.
   g. Web URL - the URL of your website (for example, http://www.mysite.com).

6. Click on the Save button.
7. Click on the next Save button.
8. Click on the Done button.
9. In the Files panel click on the Connect button (looks like a small plug and socket).

10. Make sure your local root folder is selected in the Files panel and then click on the Put Files arrow (Up Arrow icon).
11. Click on the OK button to upload your entire site. Your site should now be live on the WWW.
12. If you just need to update specific files you would select the files within your site you wish to upload and then click on the Put Files arrow.
13. To view the remote server directory: In the Files panel click on the View popup menu and change Local View to Remote View. You would also need to make this change if you wish to download (Get) files (clicking on the Down Arrow icon) from the server to your computer or delete files from the server.

Domain Name Purchasing and Hosting

There are two parts to establishing a web presence: Purchasing a domain name and choosing hosting service to keep your web site on the WWW. Domain names need to be registered on a yearly basis and hosting is charged as a flat monthly rate. Purchasing an extended service plan will lower the monthly cost of hosting.

NOTE: Prices change all the time. These sample prices are based on the time of research and are not necessarily current. Sites listed below are not to be taken as recommendations: Research hosting services for reliability and customer service.

http://www.godaddy.com
Registration = $14.99 per year / hosting $3.99-$7.99 per month

http://www.register.com
Registration and hosting $5.95-9.95 per month

https://www.namesecure.com
Registration = $14.95 per year with hosting $10.95-39.95 per month

http://www.domain.com
Registration = $9.99 per year / hosting $3.75-$13.75 per month

http://www.000webhost.com/
Hosting free-$3.99 per month

Publicizing Your Site

Distribute your URL in as many ways as possible:
- Add to business cards
- Add to email signatures
- Add to letterhead
- Add to resume
- Add to all forms of print advertising
- Add to your social media sites
- Join a web ring (a group of sites that link to each other)
- Email to related sites
- Register with Google and other search engines