

# Computer Tips

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**Michael's Computer Services**

## Owning a Website

We all know the advantages of advertising. If you want people to know you have something to offer, then you must let them know. We are familiar with ads on TV, on billboards, in newspapers and magazines. But one of the more modern ways of getting yourself known is by putting your information on the Internet using a website.

For those of our readers who have access to the Internet, how often do you hear of a good product or business, and look on the Internet for more information about it. The Internet is now the number one place people go for information. Every day, more and more people are looking for products, services and business information online.

Maybe you have toyed with the idea of displaying your business on the Internet. Or maybe you just thought a website would be an ideal place to keep your friends and relatives in touch with each other. Whatever your goal, a website is an ideal way to share your information.

A website can contain any type of information, subject of course to government & local regulations. You can display your business or organization's products, services, your office location, current promotions, or your latest industry news. For at-home uses, you can display your last month's fishing trip photos, the house or car you have for sale, the poems you write, or the fan club you always wanted to start. More and more businesses are even using their websites as virtual shops, providing website visitors the opportunity to browse through and purchase their products right from the comfort of their own homes. The list of different possibilities for a website are endless, limited only by your imagination.

To own a website, you first need to organize two things: 1) a place to store your website (called website hosting), and 2) come up with a unique name for your website (called a domain name). A website hosting business has access to fast Internet computers called 'servers', where for a monthly fee, the hosting business provides you with Internet space in which to build your website. A good website host can also assist you with information on their different hosting features and plans.

For the second requirement—your domain name, select a unique name that reflects the general purpose of your website. For businesses or organizations, the domain name should be as close to your trading name as possible. Try to select a name that no one else already has, to avoid confusion and possible legal proceedings. You must pay a small yearly fee to have your domain name registered.

Wanting to start a website? Not sure where to begin? We provide full website hosting services, domain name registrations, and can create your website to your requirements. You can contact us on 4171 0981, email us at [info@mcsyarraman.com.au](mailto:info@mcsyarraman.com.au), or go to our hosting site [www.mcswebhosting.com.au](http://www.mcswebhosting.com.au)

## Michael's Computer Services

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