

Presentation: Should I Have My Own Website by Joe Vangsness 1-18-22

How Personal Websites are used

- Create a resume or profile of yourself
- Promote or advocate for a cause
- Share photos, videos or content
- Share your knowledge or expertise
- Sell products, services or information
- Review products or services
- Make money from ads
- Create an online community

Advantages over social media sites

- Social media sites are like rented space
- With a personal website, you are the owner.
- Control the presentation, style and format.
- Control the visitors that you want.

Disadvantages

- More work for you
- Maybe more cost for you

Considerations for you

- Your own domain name like
yourname.com

- Domain name from website builder like
yourname.wordpress.com

- Free service or paid service
- Limit access with a user name and password
- Get visitors to your site from the web
- Make money

Definitions

Domain name

aka uniform resource locator(URL) website name web address

Sub domain: yourname.wordpress.com

cost about \$10 to register for the 1st year, \$15 to renew for 1 year

Web hosting companies

Offer to host a number of websites developed by most any web design product or content management system

Hosted web service companies

Let you build your own site with their website builder and they will host it for you. They offer only one service. (Wix, Squarespace, etc)

My experience starting with web design starting in 2001

Web design software

Adobe Pagemill

Adobe Golive

Macromedia Dreamweaver Mx

Adobe Dreamweaver CS3 & CS5

Content Management System

Drupal Content Management System

WordPress Content Management System

Shopify eCommerce hosted service

Options to Design & Build the site yourself

Blog Service

Google Blogger.com, Typepad, WordPress.com

Web design software

Dreamweaver, Golive, MS FrontPage, Expression Web

Content management system (CMS)

WordPress.org, Drupal, Joomla

Website builder at a hosted service

Squarespace, Wix, Weebly, WordPress.com, Google Sites, about.me

Website builder at web hosting company

Godaddy, Hostgator, Bluehost

My Recommendation

Blog Service

Google Blogger.com WordPress.com

Content management system (CMS)

WordPress.org run at a web hosting company

Website builder at a hosted service

SquareSpace, Wix, Weebly, WordPress.com, Google Sites, about.me

Website builder at web hosting company

Godaddy

	Cost of service or software	Use Web Host	Hosted for you	Learning	Functionality
Blogger	Free		Yes	Moderate	limited
WordPress.com	Free or paid		Yes	moderate	Good
WordPress.org	Free	Yes, 4 to 10\$/month		High	Very good
Google Sites	Free but charges for storage over a limit		Yes	Moderate	Good
Wix	Free or paid		Yes	Moderate	Good
Weebly	Free or paid		Yes	Moderate	Good
SquareSpace	Paid		Yes	Moderate	Good
Godaddy Website Builder	Free or paid		Yes	Moderate	Good
About.me	Free or paid		Yes	Simple	limited

Hosted Web Site options for specific professions or organizations

Artists, Photographers

Fine Art Studio Online <https://www.faso.com/>

Non Profit & membership organizations

Wild Apricot <https://www.wildapricot.com/>

Others: Used book stores, food tours, track & running clubs, lawyers, churches

Resources

Find pages of websites from the past at the Internet Archive <https://archive.org/>

Determine who a website is registered to at: <https://www.whois.com/>

Determine what technology a website is using: <https://builtwith.com/>

Trends on the Internet at Google Trends: www.google.com