

**START**

**1**

**DOMAIN NAME**

Purchase from Domain Name Provider  
(Yearly Cost ~\$10-15)

*This is the address to your website home and is shown similar to this: <http://www.yourwebsitename.com/>*

**2**

**HOSTING**

Purchase from Hosting Provider  
(Monthly Cost ~\$10-50)

*This is the online real estate your website resides on. This is also where you purchase email for your domain name.*

**3**

**GRAPHICS & PROGRAMMING**

Purchase from Design Company  
(Fixed or Hourly Cost \$)

*This is the visual media and technical code making your website function and advertise your brand. Costs vary according to the complexity and depth of the website.*

**4**

**CONTENT**

Create In-house or Purchase from Design Company  
(Ongoing Fixed or Hourly Cost \$)

*This is the text and media conveying your message, informing your customers of your products and services.*



**YOUR CUSTOMERS**

**FINISH**



**COMPUTER DEVICE & BROWSER**

Your customers view website via a browser

*This is how people, your customers, view and interact with your website. They will need a device connected to the internet with a browser like Firefox, Internet Explorer, or Safari*

**5**

**INTERNET**

Purchase from Internet Service Provider  
(Ongoing Monthly Cost \$)

*This is how you and your customers get access to the world wide web.*

**WEBSITE**

**YOUR WEBSITE**

Communicating your message effectively