



Need a website or Domain Name?



Your own domain name

The internet is a global network of websites, giving you business information, news, views and discussion at the touch of a button. To set up your own website and give your business a presence on the internet, you need an address for people to type in to their computers and find you. Our address, for example, is www.start.biz. Anyone typing that in can access the National Business Register website and get details of our services.

If you have a new business, you may wish to register a unique address for it on the internet. This is called a domain name. Even if you don't want a website yet, you may wish to register a domain name for your business so that no one else beats you to it. It will also give you a suitable email address to start using straight away.

We can search all domain names on your behalf, and find one that is not already taken. Or you can carry out your own search for free at www.start.biz.

We can register the best possible choice of domain name for you and give you a certificate of ownership. For no extra cost we will also set up a live web page for your business, so you have an immediate presence on the internet. If you want, we will set up email facilities for you too. We use two duplicate servers, so everything is protected against breakdown or failure.

Please be wary of people offering 'cheap' domain registration. They may charge excessive fees for setting up the service, or to transfer your domain from their server to someone else's.



Our services

We offer...

- unlimited free searches to find the right domain name for your business
- the creation of a free web page to give your business an immediate presence on the internet
- ready-to-use email addresses that incorporate your domain name (for example yourname@yourbusiness.co.uk)
- web space to allow you to create a proper website as soon as you want one
- email forwarding, enabling you to use your domain name in your email address (for example, yourname@yourbusiness.co.uk) but forward it on to an address you already use, such as yourname@yahoo.co.uk
- website forwarding, so that visitors typing in www.yourname.co.uk are redirected to www.yourothersite.co.uk
- full protection from breakdown by hosting your domain names on two duplicate servers
- full control to you - so if you want to move your domain name to another internet service provider, you can do so at no extra charge (although you will no longer be able to use email forwarding or website forwarding).

Domain names

Choosing your domain name is as important as choosing your business name. Ideally it should be linked to your trading name and activities, so customers can easily find your services or products online.

If you have a business such as Nationwide Phones then a vague domain name like 'NPH' is not much good. If you sell cakes in Doncaster then 'Doncastercakes' is a wise choice. For extra business you could also buy domains such as 'stickybuns', 'weddingcakes' and 'sweetsandbiccies' (if they were available!) and ask us to point them all to your main website.

Domain names ending with '.co.uk' and '.com' are probably the best and most frequently used, but .org and .net are very popular too and easier to obtain. New levels of domains are often introduced onto the market (such as .eu or .us), so do check www.start.biz regularly or contact us for help.

We can only buy names ending with .ltd.uk or .plc.uk for you if you buy a limited company or public limited company through us. Forming a company through National Business Register costs just £135, so do contact us if you are interested.

It's easy to apply for a domain name through National Business Register. Simply complete and return the relevant application form (extra domain names can be added to a separate sheet of paper, or you can photocopy the form), or submit your details online at www.start.biz.

How does email work and how fast does it arrive?

Email (which stands for 'electronic mail') is a bit like sending a letter in the post, in that you can attach quotes, photographs or documents - pretty much anything you like - to your message. But instead of using an envelope and a stamp, you send it straight from your computer to the recipient's computer.

The efficiency of email is unbeatable: it takes just seconds to transmit information and costs nothing.

We can supply you with a minimum of five email addresses, up to any number you want. And it is possible to have...

fred@abglass.co.uk
sales@abglass.co.uk
admin@abglass.co.uk
mary@abglass.co.uk
info@abglass.co.uk

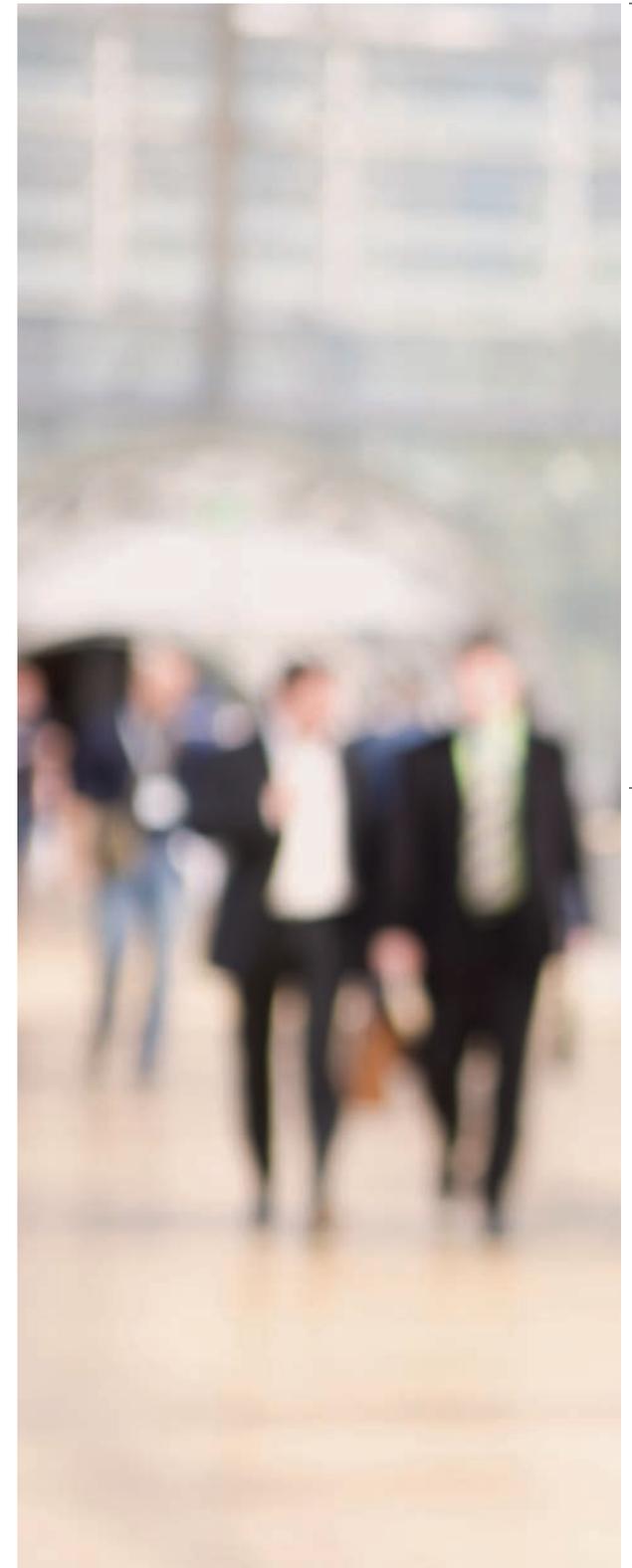
...and point them to one place, or to different departments.

Web space and websites

Your website contains information about your business and can be seen by anyone around the world, at any time. When properly set up and maintained, websites are highly efficient marketing tools. Web space is the area that holds your website.

We can create a unique website for you, with ongoing support. Our simple, easy-to-understand services allow you to expand your online presence alongside the growth of your business, which is ideal when you're first starting out. Our packages start from only £60 per year for working email and your own web space.

We can also combine simple services with more complex ones very cheaply. For example, it's possible to have a five-page website with just five email addresses, but add in a credit-card payment facility to allow you to receive orders and money at all times of night and day.



Unravelling the gobbledegook

Here is our jargon-busting guide to the internet ...

History

The internet began in the 1960s when the US Air Force sought a way to maintain control over missiles and bombers after a nuclear attack. The idea was to build a network of computers that could communicate with one another even if some of the computers on the network were destroyed in an attack. Messages were passed from one machine to another by winding their way through the network until they ended up in their intended place. Eventually more computers joined this network, which came to be known as the internet.

www

Another name for the internet. The 'world wide web' is a global network connecting almost one billion computers and servers.

Internet

The 'net', which became popular in the mid 1990s, allows anyone with a computer, modem and telephone line to 'talk' to another computer and view websites anywhere in the world. The internet is used extensively for commercial transactions, news groups, information and education, and so on.

Domain name

Your address on the internet.

Web space

The amount of computer space your website needs.

Megabyte

Frequently abbreviated to 'M' or 'MB', a megabyte is a chunk of computer space used to store your web pages. Your website size will be determined by the amount of text and number of graphics used in its design. A website that uses mostly graphics will be larger than a website that is mostly comprised of text. The larger your web pages, the more megabytes you will need.

Web hosting

Your website must be 'hosted' on a huge computer, allowing it to be viewed from anywhere in the world. Very few companies actually host their own websites since they would need two huge, expensive computers.

Dual hosting

This is when a website is hosted on two computers, so if one breaks down your website will remain online.

Web server

A web server shares the load of enquiries or hits to a website by distributing it over a number of computer servers. If you come across a very slow website, it may be because it does not have a suitable web server.

ISP (internet service provider - also known as internet access provider)

ISPs provide access to the internet through telephone lines or other technology. You can access the internet using a modem, a phone line and an ISP account such as AOL, Freeserve or BT.

24/7

This stands for '24 hours a day, seven days a week' and refers to the hours in which your website is hosted, running and open for business!

Email

An instant, electronic way to correspond with people. You can type a message, add photos or documents or anything else you would like to send, and then transmit the information to someone else straight away.

Once you have a domain name (such as jonesbakers.co.uk), you can select a name to put in front of it to become your email address - for example, fred@jonesbakers.co.uk. You can create lots of email addresses for your business, allowing mail to be automatically sent to the right person. You can also use lots of addresses to create the impression of a big organisation.

1. Email auto responders

An email auto responder allows you to send an automatic response email to incoming email. You could use it to acknowledge enquiries and let people know that you will respond to them shortly.

2. Email forwarding

Incoming email can be forwarded to any of your existing email addresses. This is useful if you want all your email to come to the same mailbox, rather than having to check several mailboxes separately.

3. Email virus scanning

You can set up automatic virus scanning of all email sent to you, so that incoming messages are checked before they reach your inbox.

4. Spam

It is believed that the word 'Spam' derives from a Monty Python sketch, where customers in a café are offered Spam with everything. Spam is an electronic version of the junk mail posted to your house without you asking for it.

5. Spam filtering

Spam filtering blocks unsolicited email. You can control the sensitivity of the filtering used, and decide what should happen to suspected Spam email when it arrives.

SSL secure server

This provides support and allows you to make sure that transactions between your website and your customers are secure. Pages that are designated as secure will be encrypted (scrambled) and allow you to set up a credit card payment facility for online transactions.

FrontPage 2002 Extensions

If you use Microsoft Front Page to design or edit your website, you will need to install FrontPage extensions on your domain. These extensions simplify the uploading and maintenance of the site, and also allow certain FrontPage-specific components to work.

Basic and advanced password protection

You can protect areas of your website with a password, and authenticate users using a text file or database. This can be achieved without any scripting and is controlled by the server, giving high security and a professional image to visitors.

Website statistics

It is possible to get both real-time and historical information about the visitors to your website.

.NET Framework

.NET is Microsoft's solution for web services. Web services allow applications to communicate and share data over the internet. Ask your web designer if your website uses .NET.

Scripting support

When building your website, using scripting languages such as PERL, PHP and CGI allows web developers to write dynamically generated pages that people can interact with. Ask your web designer which scripting languages your website uses - you may need to use a hosting company that supports them. Our web servers support most scripting languages.

Hits

Refers to the visitors to your website, who are your potential customers!

Shopping basket / cash cart

Where people order and pay for goods on your website. Their payment, via credit or debit card, goes directly into your bank account.



Case study

Fred Jones the baker wants to expand his business and sell over the internet rather than just to people passing his shop. Mr Jones sells not only fresh bread but bakes wonderful cakes, and he also wants to make handmade sweets.

First he buys a domain name: **jonesbakers.co.uk**

He then sets up five different email addresses:

fred@jonesbaker.co.uk
 sales@jonesbaker.co.uk
 cakes@jonesbaker.co.uk
 sweets@jonesbaker.co.uk
 admin@jonesbaker.co.uk

Now Mr Jones buys 20MB of web space and we create 20 pages of text and images for him to show his produce to the world.

His website address is www.jonesbakers.co.uk.

He needs people to order from him and pay straight away, so he sets up a credit-card facility called a 'shopping basket' which lets him receive orders and sales from his customers. The money goes directly into Mr Jones's bank account and he receives email confirmation in seconds that £x is in his account and Mrs Smith of Anytown wants a special birthday cake which she will collect on Friday.

Mr Jones is very pleased ... one customer order has paid for his domain name, web space and email facilities for a whole year!

The next day Mr Jones gets an enquiry from America where a customer wants to buy some handmade English sweets for her children.

Mr Jones assumes she typed "English sweets" into a search engine such as Google and found his website.

Mr Jones has a great idea. He decides to register some more domain names so people can find him easily, and he can attract more 'hits'.

He registers ...

englishsweets.co.uk
 englishcakes.co.uk
 partycakes.co.uk
 birthdaycakes.co.uk
 handmadesweets.co.uk

**... and points them all to
www.jonesbakers.co.uk.**

Suddenly, he is getting orders 24/7 from all over the place!

Working very hard and making lots of sales, Mr Jones soon realises he can close his high-street shop and fulfil his orders from a cheaper out-of-town bakery unit.

Mr Jones saves a fortune on rent, gets lots of orders and sales, and makes loads of 'dough'!

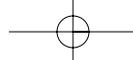


Legal notice

Under e-commerce regulations 2002 all websites must have and clearly show:

- the actual business/trading name
- postal address
- contact details - phone, fax and email
- VAT registration number (i.e. registered).

Many websites run from home addresses don't want their private home address so you can use our 'service address' for this specific purpose and keep your private details - private.



National Business Register LLP

Somerset House
6070 Birmingham Business Park
Birmingham B37 7BF

t: 0121 678 9000

f: 0121 678 9002

e: info@start.biz

w: start.biz

