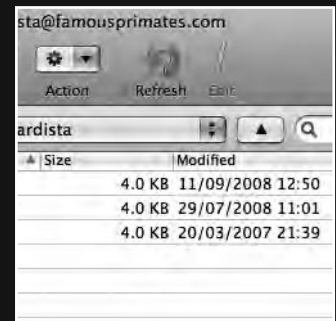


CHAPTER 7

GETTING YOUR SITE ONLINE



What good is a web site if the only person who can see it is you? This chapter covers everything you need to know about finding and buying a domain name (a web address) and buying some low-cost web space to host your web site.

By the end of this chapter you’ll have an understanding of what “registering a domain name” means, and you’ll also be ready to transfer your files from your computer, where only you can see them, to the Web, where everyone can see them.

We’ll introduce some of the principles of File Transfer Protocol (FTP), a method of transferring files from one location to another, and even suggest an improvement to this, SSH File Transfer Protocol (SFTP), which we feel is a better, more secure alternative. This learning will underpin the final stage of the chapter where we walk you through the steps needed to move the various files that comprise your web site from your computer to the Web.

Your address on the Web

In this section we take a look at how to register an address (or a domain name) on the Web. We answer the question, “What is a domain name and what types of domain names are available?” Equally importantly, we look at where you can find out which names are available and where you can register them. Lastly, we outline what registering a domain name entitles you to.

What is a domain name?

Even if you’ve never heard the expression **domain name**, you’ve probably seen and used hundreds day to day while surfing the Web: www.google.com, www.wikipedia.org, www.harvard.edu, and www.famousprimates.com—all are well-known examples of domain names, unique names used to locate specific web sites.

Every location on the Web has an address in the form of a number. Let’s take Google, for example. Type the following into your browser’s address bar and press Return: 72.14.207.99

You should see Google load up just as you’d see it if you were to type in www.google.com. That’s because the **human-readable** address www.google.com *maps onto* the **machine-readable** address 64.233.167.99 (also known as an IP, or **Internet Protocol**, address).

Think about it: the verb *google* has now become synonymous with *search the Internet* because it’s an easy word to remember. The verb 72.14.207.99 doesn’t have quite the same ring to it. (The verb *google* was officially added to the Oxford English Dictionary on June 15, 2006.)

At the time of writing this book, the IP address 72.14.207.99 resolved to www.google.com, however, it is possible that it might not in future. This is due to the fact that domain names are often re-configured to point to different IP addresses to improve server efficiency.

The use of human-readable domain names allows us to easily remember addresses on the Web. It would be very difficult to remember all the web sites we regularly visited if we had to remember them all as complicated clusters of numbers. This explains the popularity of easy-to-remember domain names.

Every time you type a domain name into your browser's address bar and press Return, you use the Internet's DNS (Domain Name System) servers, which look up the domain name, identify its matching IP address, and point the browser in the correct direction.

Every domain name maps onto an IP address and, in the early days of the Web, would have mapped onto a **unique** or **dedicated** IP address. However, as the Web has grown and evolved at an increasingly rapid pace, mapping human-readable domains onto unique IP addresses is now less prevalent. In reality most domain names sit on **shared servers** where one IP address is shared among a number of domain names.

In practical terms, having your web site hosted on a shared server makes no difference. There are a few very specific occasions when a unique IP address is required, and if you should run into one of these in the future, you can still purchase a unique IP address, even on a shared server.

What's a TLD?

7

Before we point you in the direction of some web-based services that enable you to look up which domain names are and aren't available, it's worth looking at the different types of domain names—or top-level domains—on offer.

A **top-level domain** (TLD) is the last part of an Internet domain name, that is, the letters following the final dot of any domain name as in Figure 7-1. In the domain name `www.amazon.com`, for example, the TLD is `com`. In `www.bbc.co.uk`, the TLD is `uk`.

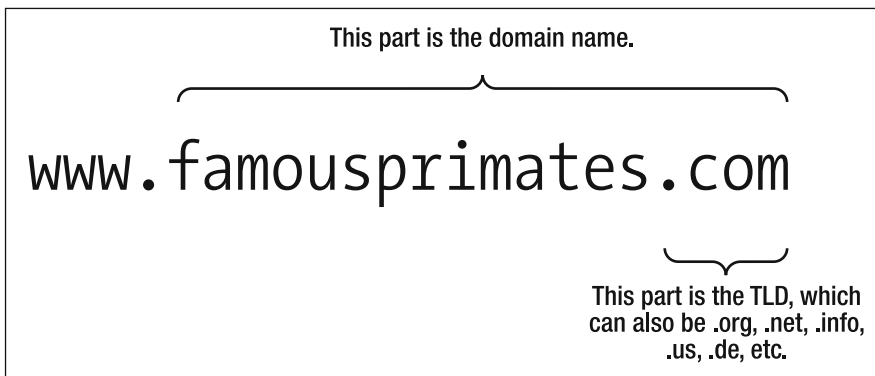


Figure 7-1. The structure of a URL showing both the domain name and the TLD

A number of different domain name levels are available:

- **Top-level domains:** The best known of these are .com, .net, and .org, with .com often seen as the most desirable. However, ICANN (Internet Corporation for Assigned Names and Numbers), the nonprofit corporation responsible for overseeing a number of Internet-related tasks, including the management and introduction of TLDs, has created a number of others, which are gaining in popularity.
- **Country-specific domains (ccTLDs):** A country code top-level domain is a top-level domain generally used or reserved for a country or a dependent territory. All ccTLD identifiers are two letters long. Two examples of this type of domain are .us and .ru, which stand for the United States and Russia, respectively.
- **Licensed country-specific domains:** A number of the world's smallest countries have licensed their TLDs for world wide commercial exploitation. The best known example of these is .tv, which, though commonly interpreted as *dot television*, in fact stands for *dot Tuvalu*, a small Pacific island nation.

When selecting a domain name, your first consideration should be what the different TLDs suggest. For example, `www.acmewidgets.com` suggests a more international company than `www.acmewidgets.co.uk`, based in the UK. However, that does not mean .com is necessarily the most appropriate choice.

A novelty leprechaun manufacturer based in Ireland might want to feature the .ie TLD for its implicit reference to Ireland, home of a sizable leprechaun population. A nonprofit business might prefer a .org TLD, widely held to suggest a noncommercial organization.

The bottom line is to select a TLD most appropriate to your needs.

Think of a name!

When trying to think of a domain name, be inventive. Most short and memorable domains—especially those ending in .com—are taken. After all, there are only so many words in existence.

When creating a domain name, you can use only letters, numbers, and hyphens. Spaces or other symbols are not allowed.

As more and more domain names are registered, you need to be increasingly creative in your thinking. Your first choice might have been registered, so think laterally. Some creative approaches that can prove useful include the following:

- **Combining two or more words to create a memorable name:** `www.simplebits.com`, `www.daringfireball.net`, or `www.superfluousbanter.org`
- **Using a well-known or descriptive phrase:** `www.haveamint.com`, `www.ourspareroom.org`, or `www.mylittlerobot.com`
- **Creative use of a ccTLD:** `blo.gs`, `chronolo.gy`, or `del.icio.us`
- **Inventing a name:** `www.vimeo.com`, `www.odeo.com`, or `www.flickr.com`

If the domain name you really want—www.pleasantlunch.com—is taken, try a different TLD. Not every web site address needs to end in `.com`; perhaps `.org` or `.info` would be better. Alternatively, try a country-specific domain for the country you live in, for example, www.pleasantlunch.de.

Be creative, but take a good look at the domain before you click Pay and register it. Check you've spelled everything correctly. (A quick trip to the dictionary now can save tears later.) Also consider how the domain reads. Two consecutive vowels or consonants can make a domain name hard to read, for example, www.someecho.com.

When combining words to create a memorable domain, bear in mind that new and unexpected word combinations can appear where words join. For example, *Experts Exchange* probably weren't best advised when they originally registered www.expertsexchange.com!

So, you've done some creative thinking and you have a list of names. Is the domain name you'd like available? You can find a number of useful resources online that return domain name availability results instantly, enabling you to quickly identify which names are available. One we use regularly is Instant Domain Search (<http://instantdomainsearch.com/>).

Simply type in the domain name you're looking for and it returns results for the `.com`, `.net`, and `.org` TLDs on the fly.

Congratulations, you've found the perfect name. Now you need to register it.

Registering a domain name

Great, the domain name you've always wanted—www.roastapigeon.com—is available. So where do you register it?

In the next section, we'll look at web hosting in detail, but it's worth a brief detour here to introduce the idea that there is a difference between *registering a domain name* and *paying for web hosting*. Both are required.

Although there are a number of companies that focus exclusively on domain name registration *without* offering web hosting, it's worth considering a company that offers both services under one roof. Many web hosting companies also offer free domain name registration as part of their web hosting packages.

So, how much does registering a domain name actually cost? This varies considerably upon the type of domain name you'd like to register. When it comes to registering a country-specific domain, it depends on the country that manages it. Some countries will allow anyone to register a domain name with their two-letter suffix; others impose more restrictions. As always, research is the key. We've listed a number of domain name registration companies at the book's companion web site. You can access these here:

www.webstandardistas.com/hosting

When the Web was first established, registering a top-level domain was an expensive business, costing upward of \$100 per year. However, the cost of domain names has dropped

dramatically over the last few years, with many companies now offering domains for as little as \$4.95 a year.

An important point to note is that when you register a domain name you’re not *buying it outright*; instead, you’re *buying the right to use it*. Usually you’ll pay to register the domain name for a year; however, it is possible to register the domain for up to ten years, saving you the headache of renewing the registration yearly.

Great news, you’ve identified a domain name and bought it. Now it’s time to start thinking about web hosting.

Web hosting

In order to use the domain name you’ve just registered, you need some web space. We’ve now established that your domain name is mapped onto a location—or server—where your files are stored. This is where the web hosting aspect comes in.

Think of a web host as a hotel for your domain name. Like any real-world hotel, it can take a number of forms. Perhaps it’s of the “pile ‘em high, sell ‘em cheap” variety: it’s a little flea-ridden and there are thousands of rooms, but—a plus point on your tight budget—it’s cheap. Perhaps it’s a luxury hotel, with all the added benefits: five star, breakfast in bed, and room service only a phone call away. Both offer different levels of quality and service.

In short, expect to get what you pay for. You’re not going to get the luxury service in the flea-ridden hostelry. So what should you go for?

It’s worth noting that you can register a domain name with one registrar and host it with a completely different web hosting company. Indeed, with certain country-specific domains, you will need to do this as the country’s registrar perhaps only deals with registrations.

Free web hosting?

One thing we *do not recommend* is free web hosting. You might think that a company offering free hosting is the answer to your dreams, but as the old saying goes, “There’s no such thing as a free lunch.” Ask yourself why you’re being offered the hosting absolutely free. What corners are being cut to allow that free “service”?

Bitter experience—our students’, not ours—has taught us that free hosting can be fraught with problems: poor, or even nonexistent, service; extremely slow page loading times; hugely restricted bandwidth; or even an insistence on running banner ads all over your carefully crafted web pages.

Trust us, the downsides are too high and experience proves that you’ll regret it in the long run.

Getting the balance right

Start by getting something that is affordable and does the job. Initially we'd recommend that you start small. At this point in time you only need the basics; resist the urge to sign up for every feature under the sun. You probably won't use them.

Most hosting companies offer tiered plans, which allow you to scale up your hosting as your needs grow. If your web site *does* take off and generate a huge amount of traffic, don't panic; your web hosting company is more than likely used to this and will allow you to scale up your hosting plan accordingly.

There are a lot of different web hosting companies catering to different types of people; however, finding the right one for you can be a challenge. Finding your way around the web-hosting jungle can often feel a little like learning to speak a foreign language. Hearing that a hosting company offers support for PHP, MySQL, Perl, Ruby on Rails, and Python while allowing full access to the back end is daunting when first encountered.

You may also encounter companies offering to host your web site on a variety of different hardware or software platforms, for example, servers running Windows, Linux, or other flavors of Unix. Because Linux is open source and does not require license fees for its operating system, Linux-based hosting is generally less expensive.

Don't worry, you can afford to ignore most of this. When you're ready for advanced abbreviations (POP, SSL, CGI . . .), you'll know it. Trust us. There are, however, some key things to look for, which we explain in easy-to-understand language next.

7

Things to look for in a hosting company

First things first: everyone is different and every web site is different. What you'll need to look for in a web hosting company will largely be dictated by the type of web site you're creating.

A web site for a record label with thousands of large MP3 audio files and thousands of dedicated fans will have considerably different requirements from a web site for an online music magazine that publishes a small number of text-based reviews read by a dedicated group of followers numbered in the hundreds. The record label will need considerably more disk space and bandwidth, two terms we explain in the upcoming text.

The following list covers the key points you should look for when considering a web hosting company.

Disk space

Disk space is the amount of space you need to store your web site on your web hosting company's servers.

How much will you need? This depends entirely on what your web site is intended for. File sizes vary considerably: a simple HTML page can be as small as a few kilobytes, whereas an MP3 could easily be as large as a hundred megabytes.

Considering the needs of the record label we mentioned previously, thousands of large MP3 audio files will require considerably more storage space than the online magazine whose site is comprised largely of HTML pages and images. Your web site will have its own characteristics; however, most hosting companies will offer more than enough disk space to accommodate your requirements.

Bandwidth

Bandwidth is the amount of actual data transferred from your web site to the browsers of those looking at your web site. In short, anything that is transferred from your server to your visitors' computers is measured and counts toward the bandwidth.

For example, the record label we mentioned previously offers a 100MB MP3 mix for free download, and 500 visitors to the site download it. This is equivalent to $500 \times 100\text{MB}$, or 50,000MB, or ~50GB. Quite a bit of data. Clearly, if you're offering large files, you will need to consider bandwidth requirements when selecting a web hosting company.

Again, barring exceptional circumstances, most hosting companies will offer more than enough bandwidth to accommodate your requirements.

E-mail

Unless you're building a web site for a Fortune 500 company that needs thousands of e-mail addresses, you'll find that most hosting companies offer more than enough e-mail addresses to support your needs. But then, if you *were* building a web site for a Fortune 500 company, you probably wouldn't be reading this book.

A control panel

A control panel is essentially a form of web-based interface for interacting with your server to change its settings. Control panels can vary considerably, from extremely user friendly to almost nonexistent. Again, this will depend on the hosting company and what it offers.

A good control panel can help take the pain out of adding new e-mail addresses, installing software (for example, blogging software or web-based galleries), or keeping track of your bandwidth usage. A good control panel can make your life considerably easier, and it's worth looking to see whether a hosting company offers one and, if so, what its users think of it.

Support

Remember our hotel metaphor? Support is a little like room service. It's worth taking a look at what types of support a hosting company offers. There's a world of difference between telephone and web-based support. Which you'll need again depends upon what your web site is for.

The bottom line? Do some research and find what's appropriate for your needs. We've created a list of recommended hosting companies at the book's companion web site. As with the other online resources, we'll keep it updated to reflect what's current. You can find the list here:

www.webstandardistas.com/hosting

Moving web hosts

In the “Wild West” days of the Web, hosting companies would launch, grow fantastically, and then crash spectacularly. The resulting chaos would leave you struggling to find an alternative host, often at a moment’s notice. You’d sign up with a new company only to find the whole process repeat itself again. They didn’t call it the dot.com crash for nothing.

Thankfully, those days are becoming a distant memory. Hosting companies have, by and large, consolidated and become more reliable as a consequence. If, however, you do find yourself having problems with a web hosting company or service provider, don’t panic.

Remember, you own the right to use your domain name, and all it’s doing is pointing to the server where your web site *is currently hosted*. This server can easily be changed by moving to a new hosting firm and reconfiguring your domain name to point there instead. Although pointing a domain name to a particular server goes beyond the scope of this book, we felt it important to highlight nonetheless.

Uploading your files

You’ve registered a domain name, you’ve bought some web space. Now you need to do something with them.

If you’ve been following along with the homework, you should have a folder with some files organized into subfolders, as shown in Figure 7-2. As things stand the only person who can see these files is you; they’re on your computer and so are not publicly accessible.

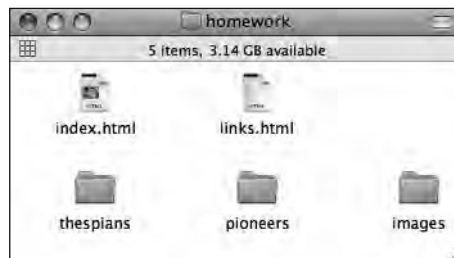


Figure 7-2. The homework files, organized in folders on your computer

It’s time to upload your files to the server.

Local vs. remote

What’s the difference? Assuming you’ve been following along with the homework, up until this point you’ve been working on your own computer. Now you need to transfer your files from your computer to your web hosting company’s server, which is possibly located in a faraway country.

As you progress as a Web Standardista, you’ll encounter numerous references to a **local** machine and a **remote** machine. The computer you’ve been working on up until this point is commonly referred to as your local machine. The server, in that faraway country, is commonly referred to as the remote machine.

In the next section we’ll be exploring how we create a connection between our local computer and the remote server so that we can transfer our files from one to the other. It’s worth mentioning that once we create this connection, we are not restricted to transferring files from the local machine to the remote machine in one direction. We can transfer files in both directions.

So how do we transfer our files to the web hosting company’s server so that others can see our web site? Enter FTP. There are a number of protocols for making the connection between your local computer and the remote server. Although FTP isn’t the only one, it is one of the most common, and file transfer applications are commonly referred to as FTP clients.

File Transfer Protocol

There are a number of different protocols on the Web. You’ve already met one: HTTP (HyperText Transfer Protocol)—the `http://` part of any URL. FTP is another protocol that allows us to transfer files, or any form of data, from one machine to another.

We’ll recommend some FTP clients—programs that allow you to upload your files to your server—in the section “Which FTP client?” later in this chapter.

Although FTP is probably the file transfer protocol you’ll hear about most often, it isn’t the only one. A preferable alternative to FTP is SFTP, sometimes called Secure File Transfer Protocol. Unlike FTP, SFTP encrypts both commands and data sent over the network, preventing passwords and sensitive information from being transmitted “in the open.”

Why choose SFTP over FTP? Primarily because it offers considerably better security. The difference between FTP and SFTP is the difference between sending an intimate note to your lover as either a postcard or a letter sealed in an envelope. Ask yourself: do you *really* want the postman to read those “romantic confessions”?

In short, FTP sends packets of data, *including your password*, “in the open”; SFTP sends the same information in a much more secure way.

To all intents and purposes, FTP and SFTP work almost identically to the average user, the primary difference being that the latter encrypts any data transferred. If your hosting company supports it, we recommend choosing SFTP over FTP. After all, you don’t want all your private information displayed for all to see. A good web hosting company should support SFTP or a secure alternative, so this might be something to consider when choosing your web hosting company.

Propagation

Despite the word *propagation's* gardening connotation, we're not drifting off into a subsection on the benefits of being green fingered, but rather highlighting an issue you may run into and that is worth being made aware of.

Imagine this scenario. You've worked fast: you registered a domain name, bought some web hosting, fired up your FTP client, and transferred your beautifully designed and carefully crafted web site to the remote machine. The web site's working fine—you checked it locally—and now you can't wait to see it online and show it off to your friends. You fire up a browser and enter `www.fatplatterofsushi.com` . . .

Disaster! There's nothing there. All you see is something similar to Figure 7-3.



Figure 7-3. Our browser can't find the server `www.fatplatterofsushi.com` because the domain name hasn't yet propagated.

7

Don't panic. There's a simple reason for this error. By now you know that the domain name you registered is mapped onto the address of your server. This information—the relationship between domain name and physical (server) location—is stored on a number of DNS servers: giant databases that point browsers in the right direction when looking for web sites (we mentioned them toward the beginning of this chapter). It takes time for the connection between your domain name and the address of the server on which it's hosted to register on these databases, a process known as propagation.

This process can take up to 36 to 72 hours to take effect. Check again in a day or two, and everything should be fine. Patience, our young Padawan.

Tools we're using

As in the previous chapters, we've focused on low-cost, but fully featured applications that enable you to upload your web site to your server space. Although we've used Cyberduck (for Macintosh OS X) for the screenshots in the walkthrough that follows, a number of alternatives are available.

If you're using Windows or Linux, you might want to consider FileZilla, a free FTP client. With tutorials for first-time users available at the FileZilla web site, it's worth trying out:

<http://wiki.filezilla-project.org/Using>

The principles of the following walkthrough remain consistent across platform or software used, and you should be able to understand the principles we cover regardless of software.

Which FTP client?

Most file transfer applications support a variety of protocols, including FTP and SFTP. As we've stated, the basic principles we cover in the walkthrough apply regardless of your preferred software.

There are a number of alternative file transfer applications for a variety of platforms and potential uses. These vary in complexity and features, and all are detailed at the respective applications' web sites. We recommend Cyberduck or Transmit if you are using a Macintosh, and FileZilla or Core FTP if you're running Windows. If your platform is a flavor of Linux, FileZilla is a good option; another alternative is gFTP.

You can find links to all of these FTP clients at the Web Standardistas web site. As new software is released, we'll update this list. You can find the most recent version of the list here:

www.webstandardistas.com/tools

Transferring files to the server: A walkthrough

With so many different web hosting companies configured in such a huge variety of ways, it's almost impossible to create a single walkthrough that will satisfy everyone. However, in the following walkthrough we've highlighted the key principles.

Even if you're not using the file transfer application we've used for the walkthrough (Cyberduck) or the hosting company (DreamHost), the principles of creating a basic SFTP or FTP connection from your local computer to a remote server remain the same.

If you're not using the Cyberduck and DreamHost combination, have no fear. Your web hosting provider should have provided some instructions on uploading files and connecting to your server space. There should also be help files for the FTP application you selected. It might sound obvious, but we have to say it: **Read them!**

We also recommend reading through this section before trying the instructions out yourself, to give you an idea of what to expect when first connecting to your web server.

What you need

You'll need to get a number of details from your web hosting company. These will normally have been automatically e-mailed to you when signing up for a web hosting package. There are generally three essential pieces of information, as follows:

1. The address of the server
2. Your username
3. Your password

Let's run through these in order.

The address of the server

This is the address of the web space that you will upload your files to. This address will not necessarily be the same as your domain name. For example, if your domain name is `www.famousprimates.com`, the address to the server could be `ftp.famousprimates.com` or, as in our example, simply `famousprimates.com`. The server address will depend upon how your server is set up. Make sure to get the right details from your hosting company.

Your username

For anyone familiar with the Web, a username shouldn't come as a complete surprise. As with anywhere else online, take care to enter your username using case sensitivity where appropriate (i.e., `BaBoon` is not the same as `babOOn`).

Your password

Web hosting companies will often generate a password for you automatically. These can often be quite complicated, for example, `LKaQ^L#r`. You can usually reset these to a more memorable name; you should ensure, however, that the password remains hard to guess and preferably consists of a combination of numbers, letters, and other characters. Passwords are also case sensitive.

This may seem like common sense, but even for the seasoned web professional careless typing can often be the frustrating cause of a connection not working. Ensuring that you've entered all the details exactly as they were given to you by your hosting company is the first thing to check if something isn't working as it should.

Let's get started

As we've mentioned, in this walkthrough we're using Cyberduck, a free file transfer application available for Mac OS X. You can download it from the following site:

<http://cyberduck.ch>

1. Download Cyberduck and move it to your Applications folder. On launching the application, you should see an empty listings window like the one in Figure 7-4.



Figure 7-4. Click Open Connection in Cyberduck to enter your connection details.

2. Click Open Connection in the top-left corner to get started.

Clicking the Open Connection icon in Figure 7-4 rolls out a dialog sheet where you can enter the connection details given to you by your hosting company. The Protocol drop-down menu, as shown in Figure 7-5, lists a number of options, the default being FTP. As mentioned previously in this chapter, if your hosting company allows it, you are advised to use a more secure option such as SFTP.



Figure 7-5. Cyberduck, like most file transfer applications, allows other, more secure protocols than FTP.

3. Enter the server, username, and password details in their respective fields, as shown in Figure 7-6. The Port value can usually be left at its default setting unless your hosting company has provided you with specific details that tell you otherwise. Leave Anonymous Login unchecked and check Add to Keychain if you want your Mac to remember your password for you. (If you're not the only one with access to your computer, it might be advisable to leave this unchecked too.) When you've finished, click Connect.



Figure 7-6. Add your server details, username, and password and click Connect.

All being well Cyberduck should now establish a connection to your server. As Figure 7-7 illustrates, Cyberduck displays a listing of the files and folders on the server. Since you haven't uploaded anything to the server yet, you might get an empty listing, or you might get something that looks like Figure 7-7: a collection of folders created automatically on the server when your hosting account was created.

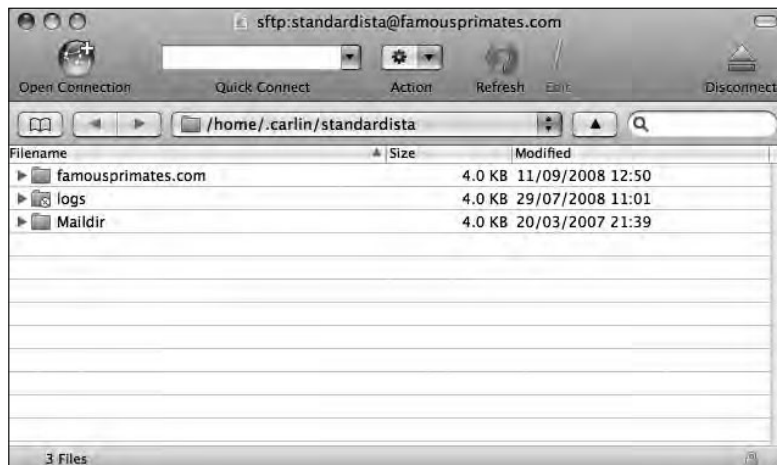


Figure 7-7. The folder listing on the remote server

These folders usually have specific uses: one might contain log files, detailing the visitors to your site; one might contain mail files, where your e-mails are stored; and one is the folder where your web pages need to be placed in order to be viewed online.

In this case, it's easy to deduce that the folder named `famousprimates.com` is the one to upload your files to. Your hosting company will usually tell you which folder to store your web pages in. This is sometimes referred to as the **path** to your web directory. You can reveal the Path field in Cyberduck by clicking More Options (shown in the bottom of the sheet in Figure 7-6).

4. To move into the `famousprimates.com` folder, double-click the folder icon. You should be presented with an empty folder listing as shown in Figure 7-8.

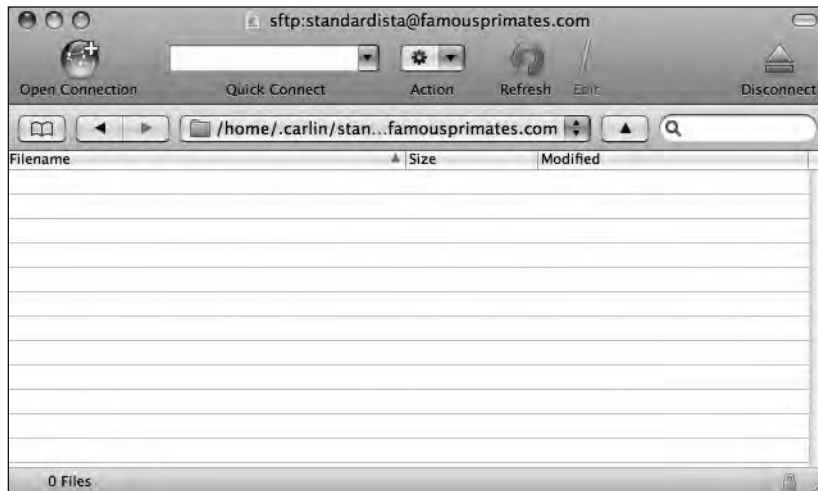


Figure 7-8. Moving into the `famousprimates.com` folder where our web pages will be stored

5. Switch over to the Finder and open the folder where you have saved all your homework files. It will probably look something like Figure 7-9. The easiest way to transfer these files to your server is to select them all and drag and drop them from the Finder window to the Cyberduck window.

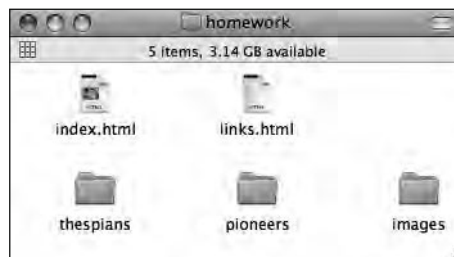


Figure 7-9. Your files are all stored in a folder on your *local* computer.

Dragging and dropping your files from the Finder window to the Cyberduck window, as shown in Figure 7-10, will start the process of transferring your files from your local computer to the remote server. Depending on the number of files, their size, and the speed of your Internet connection, this might take a few moments. Typically uploading files is a much slower process than downloading them.

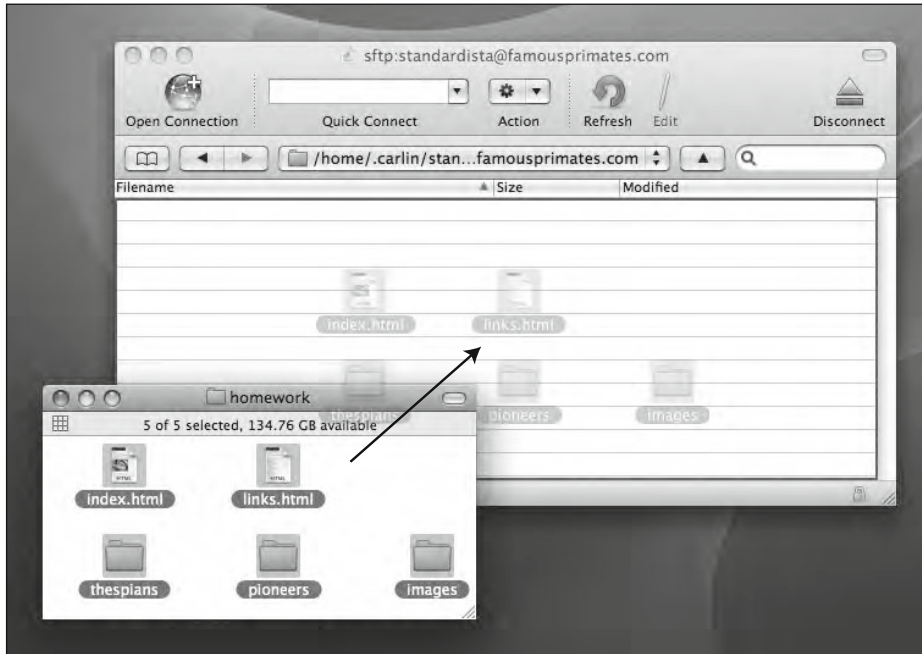


Figure 7-10. Drag the files from your *local* folder to the Cyberduck window to transfer them to the *remote* server.

Having uploaded your files, you can type your domain name into the address bar of a browser; all being well, you should now see your web site in all its (unstyled) glory.

Online walkthrough

We've created a screencast of the preceding walkthrough, which is available to watch at the book's companion web site. It takes you through each of the stages outlined step by step. You can access it here:

www.webstandardistas.com/07/walkthrough

Summary

So what have we covered? We've explored what registering a domain name means and given you some ideas for generating a memorable name for your web site. We've explained

how to buy that name and then buy some web hosting so that the domain name has a home (or hotel) on the Web.

Lastly, we've outlined how to transfer your files to your web space. In short, we've shown you how to move everything from your computer (where, until now, it's been stored *locally*) to a server on the interwebs (where, from now on, it will be stored *remotely*).

This is a big step. Up until this point everything you've been working on has been stored locally, so only a limited audience has been able to see it. Now everyone can see it.

In the next chapter, we start to show you how to turn your well-crafted web pages, oozing with semantic and structural markup, into beautifully *presented* web pages using CSS or Cascading Style Sheets.

Homework: Getting your site online

This chapter's homework is all about the process we've covered in this chapter. By now you should have a number of files organized and linked up in a folder on your hard drive. A web site, no less. What we focus on in this chapter's homework is moving that web site from your computer to the World Wide Web so that everyone can see it.

1. Research

Research some of the FTP clients recommended previously. Remember, we've provided a link to some recommended tools at the Web Standardistas web site:

www.webstandardistas.com/tools

Take a look at what each alternative client offers; some solid research will not only inform you of the differences of what's on offer, but will also help inform you of current best practice.

2. Download and install an FTP client

Once you've done your research, select an FTP client and download it. You'll be using this to complete the homework. Follow the instructions for the FTP client you've chosen and install it on your computer.

Once you register a domain name and purchase some web space, you'll be ready to use your chosen FTP client to upload your web site from your computer to the Web.

3. Register a domain name

Now it's time to purchase your domain name. Bear in mind the suggestions we made earlier about being creative when thinking of a domain name. Remember, this web address could be yours for some time, so put some thought into it. As we did previously, we've provided a link to some recommended domain name tools at the Web Standardistas web site:

www.webstandardistas.com/hosting

Once you've found a domain name, register it. At this point, it might be worth considering a *combined web hosting and domain name registration* package.

4. Purchase some web space

Now it's time to purchase some web space. Remember the hotel metaphor we mentioned. You don't want somewhere flea-ridden, yet five-star luxury is probably a bit over the top. Start small, and work up.

Again, we've provided a link to some recommended web hosting companies at the Web Standardistas web site:

www.webstandardistas.com/hosting

Since it takes a while for the domain name you registered to propagate, this might be a good time to go on a fishing trip for a day or so.

5. Connect to your server

Follow the instructions you received from your web hosting provider and enter the details they provided (usually server, username, and password) into the relevant location on your chosen FTP client. At this point you may need to refer again to the help files for the FTP application you selected.

6. Upload your files

Once you've established a connection to your server, upload your files. That's it.

7. Check your web site

Enter your domain name into your browser's address bar and press Return. You should now see your web site. Congratulations.

8. Invite your friends

Let your friends know you've diligently been doing your homework. Relax with a nice cup of *Formosa Oolong Extra Fancy* as you read the congratulatory slew of e-mail from your well-wishers.