

DOMAIN NAME AND ELEMENTS USING NOTEPAD++

1. DOMAIN NAME

A domain name is a name that identifies an IP address. I chose **simba.com** to be the domain name for Mbugani website due to the following reason.:

Characteristics of a good domain name:

1. Memorable – Names like FaceBook, Google and Apple are creative, short and are easy to pronounce and spell.
2. Brandable – The domain name represents your brand and it is how visitors will find and share it in the web.
3. The niche keywords reflect about the purpose of the website – Keywords help optimize your web search. For a better and powerful ranking, keywords should be put at the beginning of the domain name.

Process of acquiring a domain name

- After choosing a domain name, check if there is any other registered under the same name you have chosen. Tools for checking can be found through web hosting providers and domain registrars. Domain name has extensions such as .org, .com and .net
- After choosing your domain name and confirming its not registered yet , you can register it through a web hosting provider or a domain registrar.
- In the registration process you will just provide domain name of choice, some personal information and then you will be asked to sign a contract.

- Choose the domain name's term renewal and pay the required fee.

Now that you own a domain name, its time to look for a hosting company considering the following factors:

Process and factors to consider when selecting a web hosting company.

1. Reliability of the Host's servers.

Search Engine Optimization and conversion rates affect and influence your website's performance. A good host should have an uptime guarantee of 99% or 100%.

2. Price – Compare the features of different providers before settling on one. Get an affordable provider who has an in-house support department.

3. Technical support – A good provider makes the customer a priority and is able to respond to their needs with immediate effect.

Process of uploading the web pages using notepad++

1. Open your text editor and write your code. The files will have extensions such as .html used for creating pages which will be displayed on the browser, .css for styling the html pages and .js for making the pages interactive.

2. Connect your server using notepad++ via FTP(File Transfer Protocol) .The following information will be needed for this process: FTP Host, FTP Username and FTP password.
- Open the text editor and click Plugins->NppFTP->Show NppFTP Window.
 - NppFTP window will displayed, click on the **Settings** button, then click on the **profile Settings** option.
 - Click add new in the Profile settings window.
 - Enter a name for the FTP connection in the Adding profile menu.
 - Enter your FTP information and click the Close button to save your settings.
 - To open your new connection, click on the connect button and then on your new connection.
 - Your files and folders will open and you can locate the file you want to open.
 - Double clicking on a file will open and allow you to view and edit the code.