



Internet awareness is spreading in developed countries but it is still a new concept for many developing countries. After DOTCOM bubble burst people have become more conscious, about investing for the web. People want to use the power of Internet, but they want it free or with minimum cost. There are three basic costs to launch a web site.

- Domain Booking

- Hosting &

- Web Designing

Domain charges vary from US\$10 to US\$35 depending on registration authority/agent you select. Basic hosting plans of 5 MB web space starts from US\$50 a year & it depends on factors like hard-disk space, bandwidth & database facility. The charges increases with the increase in the facilities chosen.

Web designing charges depend on type of site that the client wants to design, the sites can be static with HTML, dynamic with database facility or Interactive with sound & animation.

As a web designer it must be part of your service to satisfy clients' expectations at minimum possible cost. A client expects his web presence with his own domain name & hosting either at minimum cost or on a free server. To get the feel of Internet web site clients in first phases insist for simple static HTML Site.

Many of ISPs, to attract more & more subscribers, offer advertisement free hosting of minimum 1 MB along with their internet connection. There are many companies which offer free, advertising-supported Web site hosting. To name few of them : <http://www.freeservers.com>, <http://geocities.yahoo.com/home>, <http://www.tripod.lycos.com> & <http://www.hypermart.net/> In both of the above mentioned cases, the URL or web site address that the customers get is <http://www.servername.com/username> or <http://username.servername.com>



Disadvantages Of Such Urls

- A. They are too long
 - B. It does not show your company's identity as it contains name of the server along with your name.
 - C. Visitor who knows about such free service will think that you are not serious about web.
- In some of the cases, the client comes with a different requirement. He already has a web site for one of his company or product. He wants to develop a web site with a different domain name. He is ready to bear the domain booking charges, but he does not want to pay the hosting charges as he intends to use the balance web space on the site that he hosted earlier. Such a requirement from a cost conscious customer is common, who actually does not understand the technical problem involved.

It is very much possible to point two different domain names against same hosting web space or against same home pages, but it is not possible to point two different domain names against two separate home pages on same hosting space.

As discussed earlier a web designer must provide a solution as expected by the customer. Solution provided to the customer as per his requirement will bring more business for you.

In all the situation discussed above, a very suitable solution for the problem is "DOMAIN REDIRECT"





URL 'A'



URL 'B'

What is Domain Redirect ?

In simpler terms as the name suggests, it is a service which redirects your domain to other URL as you have not paid for hosting services. In normal case when you buy a domain & hosting, you get an IP address which is linked to your domain. Whenever a user types your domain name, he is displayed with, home page hosted, in case of redirect, service providers gives you IP addresses without physical hosting space. When the user keys in your domain name, his browser points towards the domain redirect service provider, which in turn, based on your domain name, redirects the user to alternate site address (generally free) that you have submitted while applying for domain redirect service.

Why does one need Domain Redirect service ?

Few situations where Domain Redirect service can be useful are as follows :-

- A. Client wants to host the site on free web space, but don't want long URL (Uniform Resource Locator), instead he wants his own domain name.
- B. Client already hosted his site & want to use balance space for hosting a product or services which has separate domain name.

Who provides this service & what are their charges?

There are many sites that provides such services. One of the good site I know & which is FREE too, is <http://www.domainredirect.com> provided by <http://www.indialinks.com> a hosting company & Network Solutions Premier partner.



How does it work ?

When you book a domain, you are required to provide an IP address of the server where you are going to host your web site. Even if you don't provide with an IP (In case you are just booking the domain name) the registrar company fills up the IP address details with their IP address, which as such does not point to hosting space.

In case of a domain redirect company which provides redirection service, gives you IP address & maintains the database on that IP address. When some user enters your URL, request is directed, to the domain redirect service providers' IP address, where it searches the database & refreshes request to URL that you have given at the time of applying domain redirection.

What are the requirements of the domain redirect ?

Pretty simple, your own domain name, free hosting space or a subdirectory on already hosted web space.

What are you waiting for ? Announce about this service on your web site or among your existing customer, if they are convinced, you will get web designing work, if you have a tool like Layout Galaxy designing for you is quick & at low cost.

Best service at low cost brings more businesses which in turn brings more profit