Read more – the tragedy of Geekdom

I consider myself computer literate but not where getting a website is concerned so this is my story.

Once Kompozer had helped me to build the site I had to buy domain names and get it hosted but this was just the beginning of a battle with Geekdom. The tragedy is that while they think their mentality is helping us, all it's doing is keeping us out which isn't going to help them either in the long run.

Love2host.net is now called **noouhost.com**

So all references to love2host.net are references to noouhost.com. Their website has (October 2011) recently been revamped and made less busy, easier to use and so far nothing I have said below is invalidated by the change of name or the redesign of the website – everything still stacks up. They specialize in home users and small enterprises.

6 Reasons why I chose noouhost.com *aka* Love2host.net

1. Three choices. Starter package, big package, geek package; no convoluted decision making with different pricing options just nice and simple. This is what you get, and this is what it costs. Excellent.
2. Concrete 5. If they are using this then it is an indicator of sanity. One product was an indicator of the quality of another that is, your friends recommend you just by keeping company with you.
3. Tabloid versus Sobriety. The website didn't try and sell me carpets in a loud voice. It was clear, simple and easy to navigate; c.f. with LCN. If love2host.net's website was like this in the beginning then the hope was that it would be like that all the way through and it was right up to the control panel and support; keeping it real.
4. *post hoc* reason; Pointing and controlling me. LCN use pointing as a means to get the hosting account. I didn't like that. Love2host.net just host (though this is changing in 2012). In some way I wanted to know some of the mechanics of this so I didn't want them doing too much.
5. Love2host.net sold me security and stability not just server space. Reassuring me about the servers – and for example I've read Heart Internet statements on the protection of **their** servers, google it and look for yourself. My poor pathetic little website as crummy as it is would be protected every bit as much as the geek fantasy splendor module.
6. I expected trouble, ("I don't mind a reasonable amount of trouble" Sam Spade in The Maltese Falcon) and I knew this was not going to be an easy road getting a website on the net so I choose people who looked like they wouldn't give me too much trouble. Turned out they didn't give me any trouble at all really and in fact helped out especially by the speed of reply – wow!

Price? Within limits I couldn't give a monkeys but £19.99 a year is excellent even for a basic package. The hosting business is competitive but price competition is only one element.

Pointing

Because I bought the domain names from one company and hosted with another neither would tell me 'up front' that pointing was required i.e. the domain names have to be associated with the server on which the website actually sits as a set of files. You get the name of the server from the Hosting company and then give it to the company from which

you bought the domain names and then they (the domain name seller) 'point' the domain name to the server. The domain name seller registers the domain names you bought with the internet regulator for domain names (Nominet) and Nominet send you an email confirming that you bought the domain names. You do not interact with Nominet you interact with the seller of the domain names and in my case that was LCN. Why you have to have any knowledge of the existence of Nominet is a mystery of the process to me.

Love2host.net didn't tell me that pointing was required though to be honest they didn't know how little I knew, but have a very easy to read explanatory file on their site which tells you about it and they will tell you about the file. To be fair to Love2host.net they are definitely at the friendlier end of Geekdom and do 'sense' your beginner status. They know that the net is still geek paradise and requires you to learn some strange things but they are helpful and they are a lot better than many other companies who take your money and leave you ignorant. Love2host.net understand that to some degree they are your mentors in the specifics of hosting though expect that you will learn a few things along the way after all they don't control the net or the technical vocabulary that it is written in but they have to pick up the tab along with you.

LCN from whom I bought the domain names wanted me to host with them and of course had I done so then the issue of pointing wouldn't have come up and I would never have known about it. Of course support was 'cool' given that I didn't host with them the attitude was 'oh well I suppose we have to tell you about it then since you asked'. Actually their marketing of hosting was not good (that's why I'm with Love2host.net) but why should I point out their faults if they are going to be mean-minded? On the other hand the buying of domain names is really easy on the LCN site so all they have to do is figure out how to get the one to look like and function like the other. Pointing is not simply a technical thing but a way of launching your web-boat on to the net-sea and it's about identity. Because LCN does both functions it doesn't see the need to tell you about it or use it in a marketing sense preferring to keep it a secret unless you ask; pity cos I don't actually think LCN is a bad company on the contrary that's why I bought the Domain names from them.

The Control Panel
This is a facility on your hosting company's site that you log on to (username, password and security letter/numbers) that brings up a way of controlling, uploading, downloading, deleting etc. your website files. In the case of Love2host.net, its simplicity and layout is impressive and of course it has many more facilities in it than you may use. In fact this simplicity and layout is a feature of the Love2host.net site and that was a main reason for choosing them (I am not hosting price sensitive). You have to 'unlock' your upload facility so it's a bit like a cupboard with your website in it only the back of the cupboard and your website looks out on to the net.

The Public Folder
You will see your files on the server **through** Filezilla in the right hand Filezilla panel. Within this you will see a set of files and folders one of which is called 'Public' and that folder is where all your files go. You must always name your home page 'index' cos that is what the browsers and others (software, people whatever) recognize as the first page of your site (horizontal scrolling notwithstanding, which is another story).

Sitemap
Love2host.net have a special facility for generating sitemaps and auto uploading them to the google index (tick the box) though I did not know that this was what you had to do to 'be on the net'. Having the files sitting on a server was useless and although putting it into

the address line of a browser would get my site up, few people do this preferring instead to shove it into google and click when it comes up. That means that you must be listed on google and some of the other search engines if you are to be visible on the net at all. So without a listing you have not really got on to the net. There are different ways of doing this but a sitemap to me (and others) was the easiest. Google 'how to get listed' to find out more.

A sitemap is written in XML code (why am I telling you this, well you'll see it if you get a website and ask) auto generated by the hosting company or through some third party software and is included in the root (the public folder) directory along with the files of your website.

Registering with Google Index, Yahoo and Bing
This requires that google verify that you are the one that owns the site and its associated domain name and so you have to put an identifying file (supplied by google) into your root directory along with the website files. You go to google sign up for an account and click on the Add website etc. They'll send you an email with the file. I registered with Yahoo and Bing and was pleasantly surprised when my website came up as item one on page one. Yahoo takes a little longer.

Configuring Filezilla
Filezilla has a lot of resources that you might not use (or I wouldn't anyway) which may be useful as I climb the ladder of sophistication that is a nice way of putting it; the nasty way of putting it is that the net has been constructed by Geekdom to keep you out. You are not climbing the ladder of sophistication you are doing battle with Geekdom crudity.

Love2host have a file that walks you through the process of setting up a profile in Filezilla. I've seen some blogs with problems that emanate from using Kompozer's own publish (the Filezilla equivalent) facility. Filezilla itself is a little techy cos it shows you things that you don't really need to see unless you're a geek, nevertheless it is very easy to use within a short time and there is plenty of help available. Should I ever climb the ladder it will be there ahead of me.

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This was just the beginning of my descent into geek hell. I signed up for google analytics and pasted the HTML code into the pages of my website directly into the HTML code of it (Good grief what will become of me). Though this makes the site take longer to load (though not by much). Whether this will work is another matter but I live in hope (Oct 2011). There are numerous topics that made life difficult in terms of new sets of vocabulary and concepts; here are some examples;

Content management systems (CMS)
I might get along to this one day for building a site and I would choose the easiest and best of the easiest that is Concrete 5 (why is it called that? Don't go there). In fact that is also one of the reasons I choose Love2host.net as they are quite happy with it. In the beginning I thought I had to have a CMS but the process is easier through the Filezilla-Control Panel interaction. The use and inclusion of Concrete 5 in Love2host.net told me a lot about them.

Cascading style sheets (CSS)

I was reluctant to use these even though Kompozer has a built in CSS editor. I saved the home page and then changed it and 'saved as…' so I used the home page as my template.

Domain name redirects

I built a page just in case somebody went to gorseinonguitar without the hyphen but actually love2host have a facility to redirect people to the right homepage. I might still use it.

Meta tags (though the debate is that these are useless)

Big debate about whether the search engines take any notice but I put'em in anyway. Don't understand the difference between meta tags and keywords and it sounds techy so I won't go there.

Webmaster tools

Apparently if you have a website and manage it you are a 'webmaster' and there are tools that the search engines have to help you manage your presence on the net.

So Far so good

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