

Chapter 3

Web Site Basics

Do you need a web site?

Yes! The answer is most definitely yes. A web site gives you an online presence and this has three major benefits:

1. It allows customers to find you 24 hours a day.
2. It allows you to make sales 24 hours a day.
3. It allows you to reach a lot more people than you could if you were just marketing off line within your community.

Without a web site you must actively go out and reach your customers. With a web site you can be out at the movies with your kids and can still make sales. It's the best feeling in the world to know that while you are out having fun, you are making money from sales on your web site.

There isn't a single business I can think of that wouldn't benefit from having a web site. If you are serious about having your own business you need a web site. It's as simple as that.

Web Site Options

Now, that you have decided that you need a web site, you have a choice to make. Do you ...

1. Build your web site yourself?
2. Or, do you pay someone to build it for you?

I recommend that people just starting out build their own web sites, but I want to go through the pros and cons of paying someone so you can have all the facts you need to make the decision that's right for your business.

Paying Someone to Build Your Web Site: Should you or shouldn't you?

What's nice about paying someone to build your web site is that they do the actual building of it. You don't have to do anything except provide them with the information you want to be used on your site.

Obviously they aren't going to build you a web site out of the goodness of their hearts so you have to pay them. How much? Usually you can expect to pay at least \$2,000 for a basic web site. The price goes up depending on your needs.

I have seen full service web site assistance offered for less but a lot of times (not always) there seems to be extra fees crop up when they suggest that you need this extra or that extra and before you know it the price has added up to around the \$2,000 mark for a basic site. (Again, I'm not saying this happens with every cheaper web designer out there, but it does happen.)

Also, a big issue with hiring a web designer is what happens when you want to make changes to your web site? You can't make them yourself since you don't have the software or, in most instances, the know how to make the changes so you will have to pay the web designer to make them for you.

They will of course charge you for this. The usual charge is around \$35/hour – some are a bit more, some a bit less. That means that every time you want to make a change to your site, you have to pay someone to make the change for you.

Just like in everyday life where you can depend on some people more than others, the same is true for web designers. Some web designers will take a couple of days to make your changes and others you may never hear from.

I recommend that if you are just starting out with your first business that you build your own web site and not hire someone.

The Three Common Elements All Web Sites Share

Before we get into the actual building of your web site, we need to cover just a few basics that you need to know first.

There are three common elements that all web sites share. Without these, you are not able to create a web site and put it on the internet. To create your web site and have it be visible for everyone to see you need a web site builder, a web host and a domain name.

A **web site builder** is the software that you use to build your web pages. It allows you to add your content, images and everything else you want on to your web page.

A **web host** is a company that stores the web site you've built and makes it visible on the internet. They store your web site on their servers. A server is just a fancy computer that "serves up" your web site to the internet.

A **domain name** is your web site address. It's what comes after the www. For example, the domain name of my web site is StartMyInternetBusiness.com. The domain of Yahoo is Yahoo.com.

Don't worry if you aren't clear on what these are right now. We are going to look at each one in turn and I'll explain what you need to know about them.

Right now as a matter of fact ...

Well, not quite yet. This ends the free excerpt from the book. The entire book is in this same easy to follow format and conversational tone. For more information about the book please continue reading my web page and take a look at all the free bonuses that come with it. If you're serious about having an internet business, the book and bonus items are really going to save you a lot of time, money and frustration and help you out a lot.