

Are you paying too much for your "free" website?

Many software vendors today offer "free" websites. Maybe you have a friend whose son or daughter can build one for you. At first glance, this may seem like a perfect solution for your operation - certainly cheaper than outsourcing the project, right? But will your website really be a no or low cost website? Take a closer look and you may be surprised by what these types of solutions are really costing you.

Hidden Cost # 1: Time and Resources

In many cases, "free" or no/low cost websites means your administrative staff spends more time waiting, or trying to get in touch with the website vendor when you need modifications.

Time-intensive steps

- ⇒ How long will your vendor take to get the site up?
- ⇒ How long will it take your vendor when you need changes made to your website?
- ⇒ How reliable and available is your vendor?

Hidden Cost # 2: Updates are costly

Who will you call for updates? And how much will they charge you?

- ⇒ Making routine weekly updates - The best websites are always changing. If you must call your web developers twice a month for a year at \$100.00 an hour it will cost you \$2400 a year.
- ⇒ Setting up e-mail addresses and maintaining them. As employees come and go or you want to make changes you will need new updates. Who will do this? And how quickly?
- ⇒ Adding new pages when needed - As your business grows, your website needs to grow with it. Will your website be able to grow with your company without costing you a small fortune?

With our solution you make as many changes and modifications as you like, as often as you like.

Hidden Cost # 3: Other Fees

Often times the "out of the garage" solutions have hidden fees. The old saying goes "you don't know what you don't know" and later you find out that your solution is not as complete as you once thought it was going to be. These are some common features that are often presented as upgrades, but shouldn't be.

- ⇒ E-mail - Some companies charge you for setting up and managing your e-mail accounts.
- ⇒ Traffic Statistics - Another common feature that should be included in your base price, but often times isn't.
- ⇒ Adding additional pages - What happens when you need more pages on your website? How much is your vendor going to charge you to recreate graphics and add additional code?

Hidden Cost # 4: Reliability

Your website is an extension of your business and should be operational at all times.

- ⇒ If your website is not available when people go to it, they most likely will never come back.
- ⇒ If a search engine spiders your website and your site is not online, it is often hard, if not impossible to get them to re-schedule you.

For More Information, Please Contact:

