

# Every home business should have a web site

If you are like the many thousands of people who have decided to conduct business from home, then you should have a web site. It is an essential tool for showing off your work, generating leads, and making sales.

**Customers expect reputable businesses to have a web site.** Customers are trying to decide if they can trust you or not. They want to find out about your business before they talk to you. While social media and informal marketing techniques may be sufficient for freelancers, it is not enough for business owners. A well-designed web site can help a business stand out from the competition and attract customers.

**Launch your web site as soon as possible.** Even if you're just doing part time freelance work you should at least have a web page. It makes it easy and fun to share your work with other people. It also shows you are serious and professional – exactly what your customers expect.

## **Getting started**

**Look for web site designs that would appeal to your customers.** As you browse the internet, look for web site designs that you think would work for your business and your target customers. Make note of their address so you can find their site again.

**Save money by doing it yourself.** Just like any do-it-yourself project, if you know what you're doing, you can save money. Keep in mind that while you're working on your web site you're distracted from your main business. You're not

tracking down leads and you're not making sales.

**Hire a professional.** Your web site is a marketing tool and should be created by someone who understands marketing and business development. Choose a web designer who can create a web site specifically for your business and your target audience.

## **Estimating the cost**

**The three main costs of having a web site are site hosting, domain name, and web site design.** Site hosting and domain name renewals are usually done through the same company. GoDaddy charges approximately \$60 per year for site hosting and \$12 per year for domain name renewal.

Web site design fees vary widely and depend on who performs the work. You might try doing it yourself with a low-cost web site builder. Keeping with GoDaddy as an example, you could purchase their Economy Plan which starts at \$4.99 per month. To have your web site custom designed by a professional, expect to pay about \$500 - \$800 per page.

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