

Why do you want a web site?

Is it an ego decision. (everybody else is doing it) While we see a lot of companies commit to a web site program based on this one reason alone we recommend careful consideration before making this step. Ask yourself...

- Is it to resurrect a failing marketing plan? Again not a real good reason to "Have a web site"

Do you need a web site.

The reason to have a web site may be convincing however does your firm need a site?

A web site should be part of the total marketing plan **NOT** the marketing plan. Thousands of dollars are wasted annually by companies having a web site that brings in zero dollars or customers because the homework was not done in the beginning.

What do you want your web site to do?

- Information only (Static site)
- Retail sales (Interactive)
- Combination (interactive and static)
- Most sites that are not specifically retail sales oriented are a combination type site.

Who do you want your web site to cater too?

- New customers?
- Existing customers?
- A combination of the two?
- A specific group or organization?

Could you get by on a low cost pre-made site (cookie-cutter site) or Custom designed project.

- Cookie Cutter sites by far the cheapest way to go. But your site looks like your competitors site and gives your company no image.
- Custom designed sites can be expensive depending on the bells and whistles but a custom site gives the professional image that makes you stand out. Because its not a "one size fits all" site you have more control over the complexity or the simplicity of the site.

These are but a few of the questions to ask yourself prior to committing to a Web site.

Here are a few expenses associated with a web site.

Hosting 25/mo and up + setup fee's

- Your site needs a place to be on the internet. We refer to this place as the Web site host. The cost of this service varies from company to company and the degree of services you will need.

Design - \$125 to open.

- This is where the things start to happen. If you think a web site is expensive, consider how much a full color brochure can cost and what happens if you want to make some changes? The design phase can take weeks to months. It is a well corrigraphed interaction between client and design studio. Avoid those companies that can "Do your site" in a couple of hours to days. You do get what you pay for.

Maintenance

- Several web sites require frequent updates. Depending on the type of site you have decided on will determine the validity of a comprehensive site maintenance agreement.