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The Cost Of A Web Site

By Yuwanda Black

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by: **Yuwanda Black**

Just starting out, you can start with a simple informational site, which is all most need initially, and build up to a fuller site (e-commerce and/or interactive) when you can afford it.

Your goal should be to get an online presence. Remember, most surfers are looking for information. Dancing cartoons, streaming video and other interactive features are, in the great majority of cases, unnecessary.

Naming Your Site: Selecting and Registering a Domain Name

The first step in getting a web site is to select and register your domain name. Even if you can't afford a web site right now, it is a good idea to register your name. This can be done for under \$10.00 a year (eg, namecheap.com).

Choosing a Web Designer / Web Design Company

Choosing a web designer will depend greatly on the type of site you are having built. Prices are all over the place. Many designers/firms have a dollar minimum that you must spend in order to work with them.

Ball park figure: If you are having a simple informational site built, I suggest spending no more than \$500. Learn how to update it yourself to save ongoing maintenance charges.

An even cheaper option is to do it yourself. There is plenty of easy-to-learn software (eg, FrontPage) that make it easy to build a site. Also, many companies (Yahoo, Microsoft BCentral, AOL, etc.) have templates that make it simple to drag and drop text and create a site. Rates begin at around \$19.95/month.

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Web Hosting Costs

Fees range from free to hundreds of dollars per month. As a guideline, the average cost for hosting a personal web site is \$10–\$25/month. Business sites with higher traffic are in the \$45–\$75/month range.

There are excellent deals to be found on web hosting (eg, peoplehost.com), so shop around. Usually, if you prepay for a year or more, you will be given a discount. I recommend this because once you get a site, it is highly unlikely that you will ever discontinue it, unless you change careers altogether.

About Free Web Hosting Companies

I do not advise the use of free web hosting companies. This is your professional online presence and you get what you pay for. More often than not, free host companies have limitations such as space,

email specifications, domain name use, et cetera, that won't allow you to operate as a professional site.

How Much Should You Pay A Content Developer

This depends so heavily on the type of content your site requires that it's almost impossible to answer. Freelance writer and editor rates range from a low of \$25 an hour up to \$250 an hour, or more. Most are in the \$50 to \$100 per hour range. Shop around.

As an editorial professional, I'm assuming that you will provide your own content. However if you have neither the time, desire, or skill, you will definitely want to spend the money for a professional.

Finally Tally

If you choose to go with a web designer and are simply having a 2–3 page informational site built, pay no more than \$500. This is assuming that you write your own content and do not have custom work done, such as logo/graphic design.

Cheapest Option: Do it yourself. A template site, or buying a software (eg, FrontPage) and doing it yourself, with hosting fees should top out at about \$300/year.

The beauty of buying software and doing it yourself is that after you purchase the software, you only have to incur the hosting and domain name fees on a yearly basis. These can be under \$50/year — making your site really economical as time passes.

See you online!

Parts of this article were excerpted from *How to Get Your Small Biz on the Web Quickly & Affordably*, available for immediate download.

May be reprinted with inclusion of the following: Yuwanda Black is an entrepreneur, author, speaker

and syndicated small business columnist whose focus is controlling your destiny through small business ownership. Her most recent e-books, *How to Really Make a Living as an Editorial Freelancer* and *Advice from Successful Freelancers: How They Built Their Careers & How You Can Too!* are available for immediate download at

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Low Cost Web Hosting

By I Henman

If you are an individual who wants to show off your interests, special qualities, hobbies, e.t.c. to your friends or anybody outside; then it is the best idea to go for a low cost web hosting or even a free web hosting.

Even for small businesses, low cost web hosting would be the best option to get the maximum exposure for their company, their products and their services. As we all know web hosting is the must for any type of business whether it is small or big. But putting in huge amounts in web hosting for smaller or start up companies is not viable in the most cases and hence cheap web hosting is the great solution for this problem.

Also if it's your first website, a personal page or many other factors you may choose to go the lost cost web hosting route. In order to have a good website though, there are some things you need to be aware of and look for in a low cost web hosting provider. They are:

1. Storage:

Especially if you want images with your low cost web hosting solution, storage is important. Many low cost hosting services are free for the first 10mb and then start billing you in order to get more storage. Find a host that has at least 50mb of storage so that you don't risk running out. While 50 MB might not sound like a lot, many of the sites you visit each day likely aren't much larger then that in size. For starting out this is more then adequate space.

2. Advertisements

Being a low cost web hosting solution, the ISPs some how have to make money, so ads are expected. Lots of low cost web hosting solutions though go overboard with Popup and float-ins, as well as banner ads and plenty more. Try and find a low cost web hosting provider that has non obtrusive advertising. Generally the number of ads goes hand in d hand with just how low the price is. So a Dollar a month web hosting or free hosting you can expect a lot of ads.

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In short, you need to find a safe low cost web hosting solution that provides you with plenty of storage and no over the top advertising. This way you are ensured to have pleasant experience having your site with low cost web hosting. Also don't forget it's not just your experience but those of your visitors as well, if you're limited to what you can have on your site, or there are hundreds of ads flying at your visitors screen, you'll have a hard time stopping them from clicking the back button.

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