

## Free & Low-Cost Websites

For Start-ups and Small Businesses

# + Who am I, anyway?

- Information technology (IT) specialist
- 28 years corporate IT experience
- Degree in web and interactive design
- 6 years web design/development experience
- Small business owner

+ What's in it for you?



# + What's in it for me?



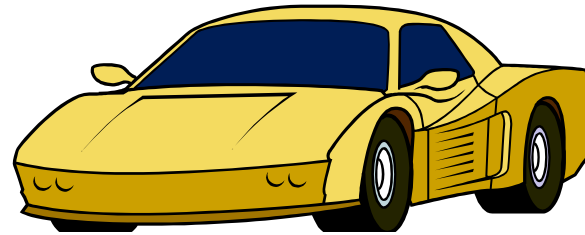
# + What's all the hype, anyway?

Google search gives over 4.9 billion results for “free websites”



*I don't have the time to figure it all out!*

I want to know the easiest, cheapest, and fastest way to get my small business online.



*I just want to get in and go... places to go, people to see, things to do.*



# What we'll be covering:

**Need**

**Don't Need**

**Avoid**

**What to Know**



## Need...

What you really need from a free or low-cost website builder

- Your OWN domain name.

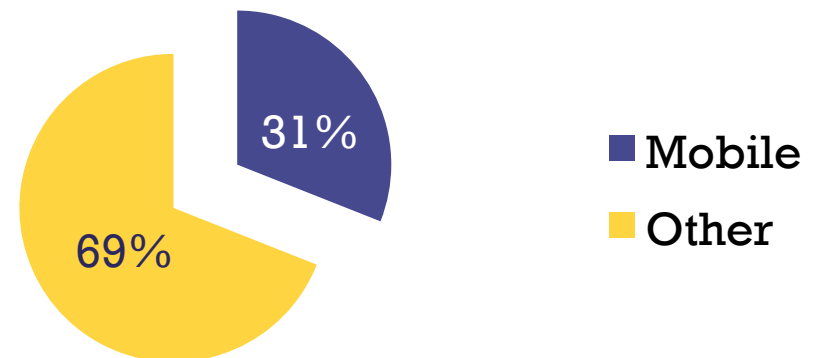
Not *mybusiness.theirdomain.com*

- Customization



- Mobile accessible

### How Visitors Access Your Website





## Don't need...

These features can add complexity and cost to the solution.

## ■ Hosting

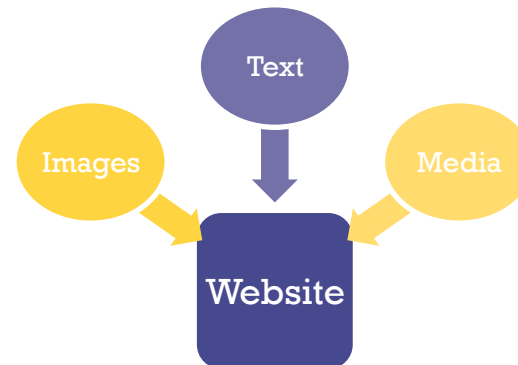
\$83.40

## ■ Content Management System



*Shakespeare*

## ■ Drag-and-Drop







## Avoid

These 'features' can spell trouble, or a waste of time

### ■ Advertising



### ■ Community-based support



### ■ A locked-in Mail Provider





## What to know....

Small details that make a big difference when choosing a website builder

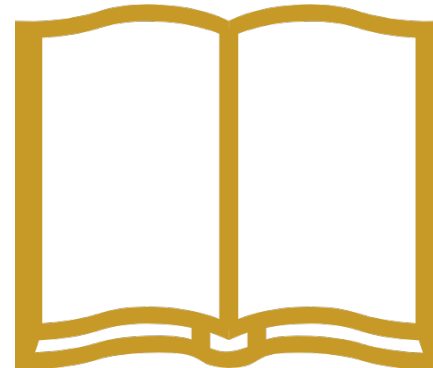
### ■ SEO



### ■ Free Trials



### ■ Page Limits





# Website Builder Reviews

Pros and Cons, Best Value Options

# + WIX

## Pros

- 100's of free HTML5 templates.
- HELP - Built-in & Learning Center
- MOBILE – iPhone & Android
- SEO – add-on tool (\$?)
- Free TRIAL available
- EMAIL - Google Apps \$4.95/user/month

## Cons

- DOMAIN – Basic+
- Advertising – up to Combo
- HOSTING – locked in
- Not easy to change TEMPLATE
- No access to HTML/CSS
- Own EMAIL – Basic+
- MOBILE – no Windows support

**From FREE to \$29.90 per MONTH**



# WEEBLY

## Pros

- HTML5 Templates
- CUSTOMIZATION – access to HTML/CSS
- SEO – included, have useful tips
- EMAIL – Google Apps \$5/user/month

## Cons

- Your DOMAIN on Starter Plan+
- Unable to find what each PLAN *really* offers before signing up
- Limited TEMPLATES (102+)
- ADVERTISING – footer attribution in FREE plan
- Forum SUPPORT up to PRO
- No Free TRIAL

From FREE to \$25.00 per MONTH

## Pros

- HTML5 Templates
- CUSTOMIZATION – access to HTML/CSS (PRO+!)
- Multiple language (6) support
- EMAIL - integrates with Constant Contact

## Cons

- Your DOMAIN Bronze+
- Max 3 PAGES on Free plan
- ADS in Footer <PRO
- MOBILE ready SILVER+
- Phone SUPPORT Bronze+
- No Free TRIAL

From FREE to \$24.95 per MONTH

# + YAHOO SITEBUILDER

## Pros

- Your DOMAIN \$7/year
- Email and Phone SUPPORT
- Yahoo Business MAIL included
- CUSTOMIZABLE based on template
- Can use ONLINE or DOWNLOAD

## Cons

- Locked in to Yahoo Business MAIL
- Locked in to Yahoo Hosting
- No Free TRIAL

**Sale - \$1.79 to \$4.49 per MONTH**



# GODADDY

## Pros

- Your DOMAIN included (+? \$ ICANN)
- CUSTOMIZATION – access to CSS
- Email and Phone SUPPORT
- No ADS

## Cons

- MOBILE - Business+ only
- SEO – Business+ only
- Recent major UPGRADE to Site Builder
- No FREE version
- No Free TRIAL

From \$5.99 to \$14.99 per MONTH



## + Additional Considerations

- Do you need site search?
- Do you need user access to content?
- Do you need photos, videos, or audio?
- Pricing – per account or per site?
- Do you need multiple languages?
- Do you want, or need, a blog?
- How often is the solution upgraded?



# Best Value Options

WIX	WEEBLY	YOLA	YAHOO	GODADDY
FREE	FREE	FREE	\$1.79 BASIC	\$5.99 PERSONAL
\$6.90 BASIC	\$4 STARTER	\$5.95 BRONZE	\$2.99 ADVANCED	\$9.99 BUSINESS
\$10.95 COMBO	\$8 PRO	\$12.95 SILVER	\$4.49 PREMIER	\$14.99 BUSINESS PLUS
\$15.95 UNLIMITED	\$25 BUSINESS	\$24.95 GOLD		
\$19.90 E-COMMERCE				
\$29.90 VIP				
3.5/5	2/5	3/5	4/5	2/5

Rating based on what you get for FREE or LOWEST COST

## + Remember...

- Your website is your primary online marketing channel.
- The average website visitor spends 3 seconds at your website. (Forbes 2012, Entrepreneur 2013).
- Poor design can lead to assumptions about your business – first impressions are everything. (Forbes 2012)

+ Questions?

+ Do you have...



# + Contact Information

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