

## > > > Should You Have a Website??? < < <

### Reasons FOR having a website

**There are many reasons for having a website, more than you will find listed here. Some people decide to have a website just because they want one. That's a good enough reason for many.**

Specific to personal sites  
specific to business sites

1. Get your little corner of the internet before it's too late. It's never "too late", but domain name choices get smaller in number every day.
2. Available anywhere in the world 24 hours/day
3. Private or restricted sections can be password protected
4. Very affordable - as low as \$4/month
5. Permanent email address - you@yourdomain.com
6. 24/7 access - work on your site anytime
7. FREE Template based website builder program - build your site with no html knowledge
8. WYSIWYG (what you see is what you get) web page editor - easy to change or update pages
9. It's all up to you how much time and money you spend on it
10. Share your photos (*online photo album*)
11. Share your thoughts or ideas (*message board or blog*)
12. Share your knowledge or interests (*sports, hobbies, skills*)
13. Family website (*public or private*)
14. Fan site (*your favorite star or athlete*)
15. Give customers, or potential customers, 24 hour access to your store (*store and product information available at any time*)
16. Let visitors send you questions via a form on the site so you can answer the questions at your leisure (*and so they feel less pressured*)
17. Be available to those who use the internet (*people searching the web for your products/services can't find you if you don't have a website*)
18. Another, much less expensive, form of advertising (*and a rapidly growing advertising media*)
19. Be competitive in your market (*you very likely have competitors who have a website*)
20. Sell your products/services online to anywhere in the world (*or your country or city*)
21. Source of information that can be kept more current (*prices and information can be updated in minutes rather than days or weeks*)

## Reasons AGAINST having a website

**There actually are reasons for not having a website. Not everyone needs or wants one, and there are actually people who don't even use the internet, but it is a part of our future and will eventually be a part of everyone's life.**

1. Does take either time or money - hosting is cheap now, but someone has to make the website (some like doing this while others don't)
2. There is some maintenance involved - very few sites are put up and never touched again
3. A website is useless if nobody knows about it - that takes either time, work, money, or patience
4. A website isn't a magician - it can do a lot, but not everything (it can teach but not train)

**Overall, if you are interested in having a website, why not try it. They are quite affordable now and can always be canceled later. As for putting a site together, between our template based creation program, WYSIWYG editor, design services, and the number of people out there who do web design, if you want one, there is a way to do it.**

**Still not sure?** Email us and let us know what you're thinking and what you are willing to put into it, (time and/or money), and we'll be honest with you and let you know if you should or should not have a website.



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