



### **Should My Business Be Online?**

The Quick Answer – Yes! Your Customers Are Online, So You Should Be Too. But there are many things to consider when deciding to build a business website.

#### *Things To Consider:*

- Cost (How much is this going to cost me and how much can I afford?)
- Time (How much time do I have to devote to this?)
- Benefits (What am I going to get out of this?)
- Goals/Expectations (Set clear goals)
- Competition (Are others in your industry online?)
- Sales (Can you increase your market size?)
- Image / Branding (Are you hip, modern, do you 'get it?')
- Productivity (Increased efficiency, e-mail, cheap online brochure, etc.)

### **How Much Will This Cost Me?**

Buying A website is like buying a car. Do You Want A Cadillac or a Pinto?

- High End – \$20,000+ (Includes CMS, Database, Forms, Etc.)
- Middle – \$5,000-\$8,000 (CMS, e-Commerce, Etc.)
- Low End – \$700-\$2,500 (No CMS, Risk, Etc.)
- Don't Forget Hosting – \$50-\$20 A Month or Less

## **Where Do I Fit In?**

Most Small Businesses Do Not Need To Spend More Than \$5,000 – \$8,000

*Unless You Need:*

- Dynamic Site With Multiple Content Producers
- Pageview Driven Revenue
- Very Large and Diverse Product Inventory
- Heavy Traffic Load
- Database Dependent

## **What You Get For \$5,000 – \$8,000**

- Quality Assurance
  - Effective and Appealing Design
  - Consistent Branding and Content
  - Content Management System
  - Basic E-Commerce
  - Search Engine Optimization
  - Forms, e-mail, etc.