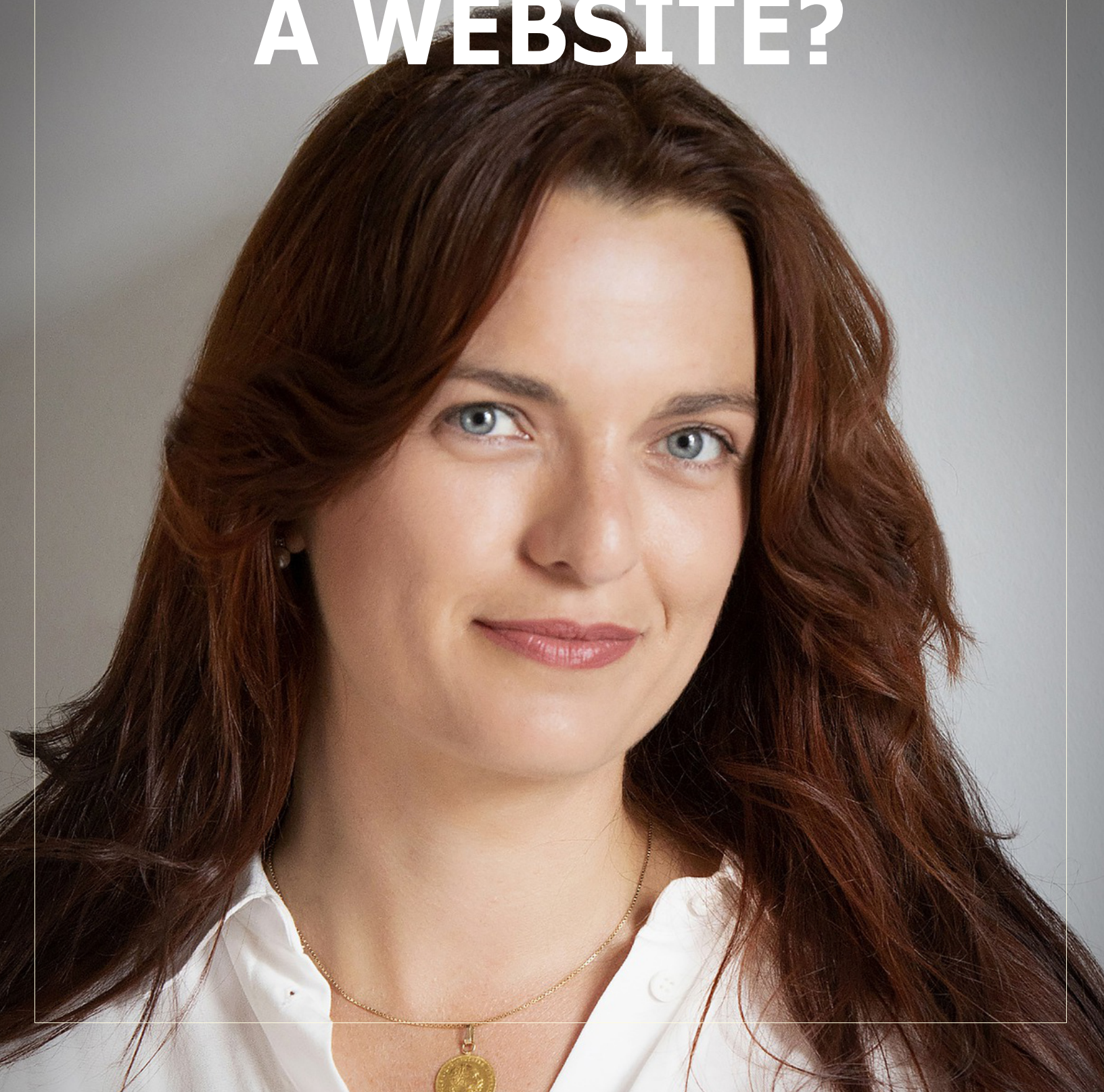


# DO I REALLY NEED A WEBSITE?



Read this guide to understand why owning a website might be a crucial decision for you.





"That's OK, I don't understand it either,  
that's why we're going to read  
the **Siteenstein** download version".

## ***Introduction***

*To own a website or not to own a website, that is your quandary, of course. In my opinion, the pros are far greater in number than the cons for a goodly number of reasons, whether you're planning on adding it to an existing street level location or using it as your stand-alone web presence. That's why I call it your quandary. If I accomplish nothing else, at least I might open your eyes to some positive thoughts on the subject.*

## **The Benefits Of Joining The Internet Community.**

I will not bore you with statistical references because you can easily Google those in great detail on any device that connects you to the internet. I'm sure the results will support what you already are starting to feel in your gut, that normal people everywhere are expressing their new normal behavior doing business online. That doesn't only mean ordering things, it also means researching everything from products to services. Even if you're only a brick and mortar owner now, acquiring a website might mean you might be profiting indirectly from those online visitors in one very critical way; expecting them to show up at your door in a purchasing frame of mind.

Although the current climate is a major pivot from where you thought your business would ever be headed, it is what it is. You cannot pin the current internet surge entirely on the pandemic, but it certainly made its advance expeditious. If you had taken notice of the online activities of family, friends, and co-workers prior to the Covid-19 fiasco, you would now have the well founded belief that you were watching the emergence of a brand new trend in the marketplace. Judging from the large amounts of companies that have already turned their business models (like Amazon) into overwhelming phenomena, it's difficult to discount the fact that one day you may also be pandering to an active new population of aggressive and voracious web patrons. That is the exciting element moving forward and the one I'll be trying to convince you to pursue. The pandemic gave the web-shy, "I'm not a computer person" types a real shove online, thanks mostly to the government's enforcement of quarantines and other safety measures targeting all private business establishments. The overall virus response created instant ghost cities when malls, stores, and buildings were unable to open, and a population of unwilling shut-ins had no choice but to play catch up by honing their disused computer skills. So while the resulting

increase of activity had no positive side to those without website representation, their online counterparts were gleefully offering wares 24/7 right from the onset of the new activity. This growing dependence on the internet created a web customer base that quickly surged to a staggering aggregate.

### **The Results Are Extraordinary, But Not Surprising.**

Who would have thought that a doctor's checkup and consultation would become acceptable online behaviors, but they are. Even delivery of food and other products to your door have already become the norm. This should give you an idea of where things continue to head and where your business or service should be positioned. If your competition is already represented with a presence on the web, and you're not, it renders you invisible. If someone were looking for that something that only you seem to offer does it make you more visible? Of course not. There are however, two important considerations that represent insidious new-normal forces that must be reckoned with until virus levels begin to plateau. One is the local and federal government virus mandates that fluctuate often enough to inhibit the ability of street sites to create reliable opening and closing schedules, and the other is the fact that normal interpersonal engagements might not immediately return to expected levels for a long time. This means that if you're a brick and mortar owner you may still have to practice some social distancing, which might create social barriers that hamper normal human connections and stunt your signature style of conducting commerce. But by making the one decision to own or add a website, you can quickly maneuver around the many changes from all outside forces, increase your skills in the newest engagement techniques, and do it from an acceptable distance with far less apprehension.

### **Owning A Website Can Be A Valuable Decision.**

Considering the fact that your website costs might include a webmaster to build it, and charges to host and register it, the word valuable might translate as money-saving to a brick and mortar tenant used to paying rent, utility bills, telephone system charges, cleaning fees, payment processing, and numerous other costs. If you're in a business contemplating an online-only presence, valuable might be expressed by the word cheap. So no matter who you are or what business you are in, thinking about a website-only or

website-add on representation can be equal win-win thought processes for a number of valuable reasons.

If you have no brick and mortar location, then your website is the “location” and “office” for your business. No additional cost for signage, none for office furnishings, and certainly no cost for personnel. Nobody really has to be “watching the store” every moment you’re open. You don’t even have to decorate in ordinary terms, but you should create a “look” and “feel” that promotes a distinct aura surrounding your presence through pictures and words describing your company and its offerings. If you need more space to do it, you can always add an extra “room” in the form of another page.

### **A Breakdown Of How Costs Might Calculate.**

So far you haven’t had to reach for your wallet. But alas, that money thing always enters into the mix. The only thing you cannot avoid is “rent”, but certainly not in the traditional sense. You pay only a small yearly fee called hosting and that is your payment for the internet space you occupy with your site. If you were to create your site with me you’d pay \$450 a page and that would include all the copywriting, design and included art that would adorn your site. As with most sites that I create for people through my Siteenstein.com sister site, if you don’t require more than what I give you for your \$450 then that is all you will pay. There are no extras unless you create them. I include hooking you up with Statcounter to track your online visitors, PayPal to your site to collect money and help keep track of your sales, even launching videos you may have and photos you may supply. There’s actually a lot more included that I will discuss with you during our initial consultation, all of which is free and in abundant supply. The hosting is only \$29.95 in one yearly payment along with a one time only \$15.00 sign up fee, breaking down into a rental cost of just \$2.50 a month. So now you can see that getting started with a business online is rather reasonable and inexpensive. One other thing that I failed to mention is your web name. I’ll help you to come up with one, but most names will cost you just \$10.95 to initially buy and register for a year and must be renewed at the same rate annually. Your website files are yours forever, but your name and hosting has to be renewed annually.

So now that you have a beautiful, well functioning, and credible website, it’s time to let everyone who matters know that you’re ready to do business. And I’m right here when

you need me, plying my Due Diligence theory to help you get right in the face of your demographics. From herein, there is no distinction to owning a website based on its connection to a brick and mortar location or just a website-only operation, everything you do to get the word out is similar for both.

### **Getting The Word Out For Chump Change.**

The official definition of chump change is “a small or insignificant amount of money. I just wanted to get your attention so you’d read this paragraph closely and understand why I said earlier that owning a website can be a valuable decision. If you know anything about me, you know that my entire career has been devoted to advertising. But since the severe 2008 economy downturn, I have been applying my skillset to the internet, and not much has changed except for the cost and execution of things. Where you might have once spent thousands upon thousands of dollars creating and running a newspaper ad campaign to reach thousands of people, you now could realistically spend as little as ten dollars to reach that same demographic.

Remember how businesses used to rely on the power of print, broadcast, and direct mail to lure people into an establishment? Well, let’s just say that those rather costly means of advertising might not be on your first-thought list when operating a website. Face it, even though you have a website, and even though it’s a well functioning, beautiful thing to behold, no one is going to be aware that it’s there unless you tell them it’s there. So aside from your family, friends and relatives who are helping you by spreading the word, it’s going to be primarily up to you to rein in your share of the billions strong population that resides daily on the internet. And how you accomplish that is to first join them on social media. I’m sure you’re familiar with sites like Twitter, Facebook, and Instagram, those are some of the ones you hear a lot about every day. But there are plenty more. These, and many others, are the places that your customers congregate and share their life experiences. It’s where you want to be spreading the word about what you and your website are all about. It is there that all your advertising recipients reside, and the people you can rely upon for business if you make a good case for what you offer. You have to do your own Due Diligence and make yourself visible on all the most popular social media sites that further your agenda. You can Google “75+ social media sites you need to know in 2020” to get a list of ones you can go through to learn what interests they serve and

what it takes to join them. Most are free. They cover different ages of membership and a variety of interests. Some deal with news and some deal with a membership made up of business people like yourself. That includes the popular LinkedIn and Alignable.

Once you create your social media plan of action, know that there are venues like Craigslist where you can run free classifieds and \$5 paid classifieds in Spanish and English. Classifiedads.com is also another place that offers advertising absolutely free. If you have global aspirations or you're just looking for local business, the messages might differ but the execution is the same. Here is where the old phrase "the world is your oyster" can be applied equally on any level. Although you can continue to rely on the contributions made by business cards, brochures, postcards, and mailers to supplement what you do on the street level, there is yet another thing you can produce that will put you way ahead of your competition on the internet.

### **Making A Video Is Key To Many Enriching Results.**

It is well recognized that videos can cost thousands of dollars, but I have recently created a unique style that I can produce for only \$650., the concept of which is also rather unique. Where the written-only word has certain limitations, the video has an entertainment-like effect that can be delivered with or without voice dialogue and always with music. This is a combination of elements that deliver a message that informs and entertains. The best feature of a video is that it can be utilized on most of your social media sites, on your website, and in your street level establishment as a point of purchase sales aid. And if you were so inclined, it can be recut to any timing and used as an ad for cable TV. That's the way to make a \$650 investment pay off big.

### **Do Your Due Diligence And Reap The Benefits.**

Understanding that there's a learning curve in everyone's interaction with the internet, there's also the knowledge that those that procrastinate, get lazy, and make bad decisions will be disappointed unless they right their ship. Nothing happens without good ideas and rewards are many when you apply them properly. Do your Due Diligence and you'll see positive results. The internet is a place where creativity doesn't require implementation on a grand scale, just thoroughly and responsibly. You'll also learn to get

valuable lessons along the way that will teach you how to increase visitation to your website and make people seek you out.

### **“Google It”: The New Phrase In Everyone’s Vocabulary.**

Be honest with yourself; when you want to find out if a product or service is available to you, no longer do you check the yellow pages or call up information, you go to the web to check it out. After all, the phrase “Google it” has been uttered at least several times by every individual pretty much everywhere...and I suspect, even by you.

Because of all the emergent changes in the business arena, you have to decide on what approach you will take to meet your goals and get Google’s notice. Although there are a whole new set of challenges that lie ahead, you can still use old tried and true marketing concepts to meet them. If you do your Due Diligence as I keep describing, you can come up with an out-of-the-box way to separate yourself from the pack and make yourself visible in an internet search.

Want to make demonstration videos to teach a particular subject, want to hold webinars to get your name out there, want to use alliterations to expound on your virtues, want to use hand delivery to assist you in your advertising efforts, want to create a jingle heard everywhere, want to advertise on radio or TV, want to do direct mail to certain demographics, want to hire a famous spokesperson to tout your wares, want to advertise locally, nationally, or globally, then try the internet in combination with all else and you’ll have the opportunity to be where everyone is looking. *But first you must create your business website on the internet.*



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**Because of competition and all the emergent changes in the business arena, you have to decide on what approach your website will take to meet your goals and get Google's notice.**

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