

A close-up portrait of a man with grey hair, looking thoughtful with his hands clasped under his chin. The background is a solid dark blue.

# THINKING ABOUT A WEBSITE?

Familiarize Yourself With The Essentials  
Inside This Free [Siteenstone.com](https://www.siteenstone.com) Guide.

# **YOU WANT A WEBSITE BUT DIDN'T KNOW WHERE TO START? THIS IS THE PERFECT BEGINNING.**

Here is an easy to read guide that offers you a basic understanding of everything associated with planning your new website. It provides answers to some of the questions most often asked by new site owners. Learn how many pages you might need, what costs are involved in building a brand new website and find out what to expect in yearly maintenance costs. I'll give you some random thoughts on what you must do to keep your site interesting and offer suggestions for attracting visitors. I am Barry Lee, **YOUR ONE MAN ADVERTISING DEPARTMENT** and after you read this guide I invite you to ask all the followup questions you want to ask. Consultation is always Free so don't hesitate to reach out to me at any time. My phone number is 516-510-3803 and my email address is [leebar143@gmail.com](mailto:leebar143@gmail.com) My sites are: [www.SITEenstein.com](http://www.SITEenstein.com), [CheapAdAgency.com](http://CheapAdAgency.com), [Cheeper.info](http://Cheeper.info), and [CheapAdvertisingGuy.com](http://CheapAdvertisingGuy.com).

## **Introduction**

To be fair, there are a lot of sources on the internet for learning all about creating a website, including those sites that offer you a do-it-yourself option and charge a monthly fee for the privilege of using all their software features for doing it yourself. Of course, those features do fluctuate with the monthly charges you are willing to pay, each amount dependent on what level you choose to participate. One of these you might be familiar with is the heavily advertised Wix.com. You can look them over and see for yourself if it's right for you. I say this because I personally have worked for clients on this type of site after they have thrown their hands up in frustration during the learning curve portion, and when I came to understand why, I ended up as no fan myself. I added website builder to my skillset in 2008 because of my advertising agency background in graphic arts, copywriting and my experiences as an account executive for my own 14-person agency I helmed for 10 years. This background coupled with the software I use (Everweb) enables me to create sites that are free from ordinary

design constraints, With me, you'll only pay one price per page (no ongoing monthly fees) and very low fees for third party charges like hosting and an SSL Certificate. I will cover all these elements as you read on, but by going to my website building site at [www.SITEnstein.com](http://www.SITEnstein.com), you can see samples of what I have done for a wide variety of website clients throughout the years, beginning in 2008.

### **I try to set a good example.**

I will use my own online presence as an example throughout this guide to illustrate that I have been doing the exact same things I suggest you do. Wherever I can, I tout my entities in some manner to reflect a savings I offer compared to my competitors or outright use the word cheap in my business name. From my perspective, I don't care how much money any visitor might have, they still consider any deal a great deal if they're getting it cheaper than the going rate. That's just the nature of the beast as far as price is concerned and one of the major considerations when advertising your product or service to the public. There are many other factors I will deal with, but I just wanted to get the subject of price out of the way since that's my personal claim to fame, along with my claims of quality and professionalism in billing myself as Your One Man Advertising Department no matter how low my price may go.

Cheaper by the way, doesn't have to be considered something shoddy. Consider that sites like [cheapflights.com](http://cheapflights.com), [cheapoair.com](http://cheapoair.com), [priceline.com](http://priceline.com) and [kayak.com](http://kayak.com) are all accepted as nothing more than representative of the cheapest available flight charges. Generally speaking, Southwest Airlines charges less than Delta, but that in itself has nothing to do with the worthiness of their pilots or aircraft. In fact, all the sites I just named are younger than all my sites, and everyone told me in 2008 that using the word cheap in my name will sink me in no time. That didn't turn out to be true and now "cheap" is merely a word synonymous online with a better deal. I tell you all this cramped into one paragraph because you need to feel the freedom of thinking out of the box when planning your site. That's something I definitely will help you with. Don't let yourself be caught up in following what everyone else in your business does because that won't help you develop a site that satisfies the curiosity of

customers looking for better alternatives to the ho-hum of the status quo. Here's another consideration. Do you want a lot of customers all at once, or do you want just a few customers each time you reach out. In my case, because all my work is hand work, I prefer a few responses at a time. You, on the other hand, might want a large response because you have a product sitting on shelves ready to ship out. Either way, that's a consideration best handled by the slant of your original copy. That's why it's important to brainstorm your ideas with someone helpful.

### **Start by creating your aura.**

The look and feel of your site is important, because if you're like me, it's a reflection of who you are. It's essentially your office. No one can see you, but they can go on their computers or phones to visit your office. You don't have to spend a penny on fixtures, furnishings or finery, but it can look like you want it to look when people come to visit. You can make everything easy to understand and simple to navigate. It's a virtual reality that gets your business looking like you want it to look. Whether you are making a website as an extension of your current brick and mortar location or depending on your website as your primary source of income, you can expect to get up in the morning and start doing business on it in your pajamas. One of the best features of a site is that it is open 24/7, no matter what the weather or what holiday it is, and no one can see you at work.

### **How much can I expect it all to cost?**

Your rent (called Hosting) is paid up for an entire year in advance, and when you're dealing with me it will only cost you \$29.95. There's a broad range of costs and support services available, but my experience has created a best case scenario for the least possible price. In other words, cheap. Why not? Money doesn't grow on trees as they say. Except for a one time sign up fee of \$15, that's all the rent you will pay for the whole year. You'll also need encryption proof (SSL Certificate) that's also paid upfront each year. The \$29.95 cost for that assures every visitor that all your interactions are private and that your site is safe enough to share private information. Sites with https before their name

(instead of http) signal everyone that the site is encrypted. It's important that you have this because your browser will give a visitor a warning that your site is not secure when a visitor enters your domain name, and caution everyone that proceeding to your site may be dangerous and at their peril. Needless to say, this can be enough to scare a potential customer away. Finally, you'll need to create and register your site's unique domain name, and that should in most cases (with me) run you \$10.95 for a .com, the most popular of all the name extensions. This is also another up front charge and one that must be paid each year. Only on the anniversary of your initial 3 payments, (hosting, certificate, domain name) will you be required to repeat them for the next full 12 months ahead. I have been on the internet since 2008 and tested a lot of vendors along the way and the hosting company that I have selected to host the sites I build has proven to me that they are honest, extremely reliable, and very professional. Cheap is a total win-win in my book!

I charge \$450 upfront for building each page of your site. I create the look, the verbiage, and everything else associated with its successful functions, all based on conversations you and I have before any building begins. Consultation with me is always free so we may have several sessions to decide the direction of every step along the way. It's all done and ready to launch only when you give the final OK. How many pages you require are decided in our initial planning. Foremost, we take into account your budget, then it's a matter of how much you have to say, how many "departments" we think will best serve you and things of that general nature. I never push you to spend more than you feel comfortable spending. But I will always offer my honest opinion to guide you in your decision making. Of course, you can always opt to add things to your site that will cost you extra if you request them, but if you don't, the page fee is all you generally will pay. If you need any further reassurances that I am capable, I will give you references you can contact to put you into a comfort zone.

### **Getting business once your site is up.**

There is no magic way of getting business on the internet other than the old, tried and true methods generally referred to as Advertising 101. Anyone who "guarantees" you results is not being truthful. Advertising professionals know certain general things to be true when using today's social media mechanisms,

but guaranteeing results should be left up to clairvoyants. Basically, nothing has changed in people's primal desires through the years. The motivation that worked in the 1920s, 30s, and 40s for instance, still works today. Nothing has changed except for the advertising mediums that drive them. People still want it cleaner, faster, bigger: they want to lose weight, grow hair, get stronger, grow taller, become sexier, and learn a new language fast. They want to own that car, that boat, that house. How you motivate your audience is in your hands. There are always new audiences in need of new things, you just have to create a unique message with the right words that steer them right to you.

Let's start with the person or business entity you're going to advertise to. Think out of the box and you'll be the friendly and knowledgeable plumber, lawyer, mechanic everyone remembers. Or you'll be whoever you are that everyone remembers. There's absolutely nothing you cannot sell or convince people to do or use. It might take some time. but that's a process in itself. Slow and steady wins the race is my favorite motto. If you have plenty of money you might venture into TV. Day after day of delivering your message and you'll be a household word in no time at all. But for the remainder of us with meager budgets, sensible planning, and the due diligence applied to everything we do can expect to take somewhat longer, while experience teaches us that most good practices and total honesty will definitely produce fruit in a reasonable amount of time. I'll explain to you how social media sites like Facebook and Instagram, PR sites, Craigslist, and Google ads, all work and to what audiences each appeals to. I'll explain some nifty tricks that can speed up your presence and awareness of your site and even show you how videos can play a big part in your rankings. And I'll explain how all things are done so you can select to try it on your own, or decide to pay me to do it for you. You'll never feel that I'm trying to use you to make a killing because as you'll come to realize, I'm the last person who wants you to spend a bundle doing anything.

### **Beware the predators.**

Of course, there are those "seemingly" big companies with a lot of partners mouths to feed that will seek your business, but with astronomical rates that always end up "negotiable", pushing a lot of certifications in one specialty or another. They each have their own "specialists" in every area promising the

success they shouldn't be promising. The truth of the matter is that charging big monthly fees (\$300 to \$1500 or more) makes their services look important, but I think that they're just expert at making their services look important. They promise you the results that you can deliver on your own (or I can do for you) if you supply some patience and understanding to the task. In fact, those companies create my best customers for me and have been doing so for the better part of all my years on the internet.

You're new, so why not ride on that and deliver things they don't expect to get everywhere else. All websites are different, so visitors can be enticed to stay and see what you are offering as long as your site is engaging. There are standards of engagement that you should follow to entice your visitors to remain awhile. It has to be able to keep people's attention. In seconds, a visitor will leave to never return, so you need something that will engage them with your messaging. Maybe an enticing giveaway in exchange for their email address so you can follow up down the road with an email or text ads. Maybe a blog with interesting stuff about your area of expertise. If you have a gift for gab, or a gift for selecting interesting topics within your business or service, that too would be a good choice. Although you have a hi-tech, modern look to your site, or you have a low key approach, or an approach that emphasizes humor, you want a sustainable nuance that keeps you as a go to source for whatever you are selling. And like I always keep saying, you can do it for yourself or you can hire "the cheap guy" to do it all for you. If you visit my blog at [cheapadvertisingguy.com](http://cheapadvertisingguy.com) you see the kinds of things I write about to keep my audience fully engaged.

## **So where do you go from here?**

Did I happen to mention that Consultation is always free when you contact me, no matter how many times you use it? Give me a call with all your concerns. I think that I've given you enough information to get you comfortably aware of what lies ahead. This is just a short introduction about what is coming up so ask me all the questions you have about anything. Don't worry about the phone time. I'd rather you get all the answers to your questions, rather than you keep putting off this valuable way of doing business. In the meantime, I hope this

guide has been of some help. And remember this, since I truly can be your one man advertising department, you can expect to have one professional source for all you require in your pursuit of business and your ability to compete against all competition. Whether you need a tri-fold brochure, a logo, a business card designed, or a postcard, a blog, a business plan, a video, a PR campaign, a package design, a ghostwriter for your blog or anything you can think of, you can count on me for support long after your site is up and running. Enjoy your day. Barry

**SITEenstein.com**  
There's a Little Genius behind website design.  
Offering an affordable, custom website for the budget-conscious small to medium size business.

**Barry Lee**

For samples, I used to only show the landing pages of the sites I built, but because so many potential shoppers asked me to show them all the site pages so they can judge how I follow through on an idea, I have done just that. Of course, owing to the static nature of the samples, some things I've done require explanations of certain functions. So I've gone and included them where applicable.

I build sites and offer many followup services to attract business to them. So not only do I deliver the site you want, but you are reassured that I can provide backup services you'll need to back up against any and all competition. You are never alone and you are never under any long term commitments to me or obligated to pay me outrageous monthly fees to get the services you need. I have created a business model that provides you with a total package that you'll come to rely on as you make me **Your One Man Advertising Department**.

I'm proud of what I have done and continue to do. This site contains a small sampling of the many websites that I have built along the way for a wide variety of small to medium size businesses owned by individuals like you, who for one reason or another, have made the decision to embrace an entrepreneurial lifestyle. I never use formulas or rely on templates, each site is as unique as their own product or service offering. Since I am the originator of **The CheapAdAgency.com**, that in itself should speak volumes on my pricing and the variety of backup services I offer. In fact, although you can always add on expensive extras, I try to advise you to never order anything beyond what is necessary to create a totally well functioning website. In most cases, my basic rate is all you will need to pay.

So, if you want someone who 'gets it' when you explain what you're looking for and you need patient guidance, not an arrogant attitude, I'm your guy.

You'll find a complete summary and my basic price in the comprehensive five point explanation I offer to you as a **FREE download**. If questions linger after you've read it, please don't hesitate to call or email me. Consultation is always **FREE** for as long as you need it. In fact, if you're still on the fence about creating a website at all, you might want to take a few more minutes and watch my video right here on this page or read my article entitled: "A Guide To Planning Your Website", also offered here as a **FREE download**. You'll notice that I emphasize the word **FREE** wherever it appears. To me **FREE** is **FREE**, no leaving me your email, your name, or your credit card. We'll do business when you ask me to build you a site. Until then, enjoy your day. Barry

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"Barry is a marketing wizard. He gives a small business the attention that a top advertising agency would give a fortune 500 corporation and all for a budget that is extremely affordable. He is a master of design, copy, and creativity and will go the extra mile for his clients. The day you hire Barry is truly your lucky day. I wouldn't think of working with anyone else". **Jim F.**

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