

## Cheap Website for your Business

The current trends are such that, a marketing strategy for your website is incomplete without a website. There was a time when websites were for government organisation and Giant MNCs. But now, even if you own a small scale business and *want* to scale up, you need to keep up with the trend. You shouldn't get worried about the whole 'website-thing' even if you don't know anything about the internet except your search engine. Fortunately there are so called web hosting companies which can deliver you a **cheap website** without hassle.

There are varied choices in the market when it comes to web hosting and website making. There are *websites* dedicated to the whole process of website building. If you surf for few minutes, you would find services which would give you a *free* website within minutes and a flexible site-builder to customize the **web design**. However, if you want a commercial website, you would need to cough up some money. These so called *free* websites come with unsolicited ads and limited customizability. For a tailored website, start planning from now.

Before going ahead in the plan, think of a name for your website. This step would eventually lead to registration of your *domain name*. Suppose you choose your website's name as '*sample*' then you would have to register for a domain name like *sample.com* or *sample.net* etc. You would probably know that every domain name in the whole *world* is unique. So, your *sample.com* must be unique. This factor of uniqueness culminates into a problem for a **cheap website**. Some domain names, which are the worst ones, start as low as \$2 and it shouldn't be surprising if you find one with price tag of \$100,000.

After you have bought a domain, you have to look for a web host and a **web design** company. In most cases, you are not expected to worry about the actual programming details involved in making a website. Search the internet for companies which provide the complete package of creating the website according to your needs and finally giving you an interface to maintain the website. Except the basic packages there are some special services which you can buy for your website. For merchants, having a shopping cart is a must. If you are involved in shipping merchandise then, the website should have email notification services for the customers. Early on you should also start thinking about SEO. There is no point in having a website which doesn't show up in online searches. On the whole, you have to hand pick the services to have the best out of your budget.