

## Why You Should Partner with Us?

*We are web pro's – without a pro, what you don't know about your web site can and probably will hurt you (if it hasn't already)!*

*We don't expect you to know computer and web jargon and methods. But, when technical stuff will affect your web site, we will let you know in simple everyday language how it will affect you and what your options are!*

*We ensure your web site is compatible with practically everyone else's computer (and their operating system, browser, search engine, etc.).*

*We work with you instead of forcing you into our mold. Our web sites are all custom designed – no forced templates.*

*We aren't just computer nerds! With years of experience in retail, customer service, and business management, we understand the needs of both people and businesses.*

*Our maintenance agreements allow you the benefits of having your own web department without the employee headaches and costs!*



## Where Do You Go From Here?

After reading and following the simple steps in this guide, you should be ready to publish your web site! If you haven't done so already, fill out our Simple 4 Step Web Site Design Order Forms.

Then, simply collect all your ideas and data and call A Piece of the Net to get your web site up and running!

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## A Piece of the Net

A Piece of the Net's Simple Guide to  
Planning Your Web Site

Why You  
Don't Need  
a Web Site!



**Despite popular belief, a web site isn't the single solution to your advertising worries.**

**Build it and they will come doesn't work.** Publishing a web site on the Internet super-highway is often like putting up a billboard in the middle of the desert. It will usually not bring traffic and create a large number of sales all by itself.

**The Internet is not the cheapest and most effective form of advertising.** Yes, the Internet offers an extraordinarily large audience, as well as an extraordinarily large number of competitors. It is like posting a business card on a huge bulletin board full of millions of other business cards. How will you stand out? What is your "niche"?

**The Internet is not a replacement or substitute for other forms of advertising.** You will have to advertise your web site to generate traffic.

**Search engines alone are the traffic solution.** They are important and will bring some traffic, but not overnight. Everyone obviously wants top rankings and obviously everyone can't have it. There are no tricks to guarantee you are on top and stay there. And, it often costs more work and money than it is worth.

**All of this is why so many dotcom's failed.**



## Why You Do Need a Web Site!

The Internet isn't the solution to all your advertising worries. However, there are three good reasons why it is vital for most businesses to have a web site:

**The Internet is an excellent and inexpensive method of distributing information** (such as company, product, and service brochures). It is almost always less costly than print and color doesn't cost extra.

**The Internet is also an excellent 24/7 customer service tool.** It is available to customers in their home, almost anywhere in the world.

**Even though the Internet doesn't work well as a sole means of advertising, it does work well in conjunction with other forms of advertising.** Space is usually at a premium in advertising, but is fairly inexpensive on the Internet. Just like your phone number, you should always include your web address in other forms of advertising.

## What's Your Web Site's Purpose?



Keep your web site focused on your business and on what sets you apart from your competition. Most business sites will have one or more the following purposes:

- Share Information
- Collect Information
- Sell a Product/Service
- Entertainment/Amusement

Though rare, the last item may help build return traffic to your web site



## What's Your Web Site's Budget?

Your budget determines in many respects the size and features of your web site. Remember, that advertising the site will also be necessary.

Our domain name registration and hosting is one of the best values in the industry. For most small businesses, it is as low as \$129 per year.

Our design costs vary depending on the site's size and complexity, but are based on a \$60 hourly rate. A small 3 page web site costs about \$700. A more standard 10 page web site costs about \$1400. Most of the work is in setting up the first pages. Consider building larger sites in stages.

Our monthly (or quarterly) maintenance agreement might be needed to keep your web site up-to-date or provide new content. The cost is based on a discounted rate of \$50 per hour.



## What's Your Web Site's Structure?

How do you want information broken down into sections for web site navigation and what will be the overall site look (or theme)? We will help you determine the best format, but having a starting point helps get things going in the right direction.



## What's Your Web Site's Content?

The Internet is primarily an information source. So, generally, the more web pages you have the more effective your web site will be (and it might help close a sale). To plan your pages, collect your current marketing materials, brochures, and forms. Many of these items can be converted to a web format. Visit competitor web sites for ideas. Consult the page list on the right. Then, collect and organize all your data.

## Common Web Pages

### Home Page

### About the Company Pages

Mission Statement  
 Company Background/History  
 Management/Key Personnel/Staff  
 Awards or Professional Affiliations  
 Press Releases

What's New/Current News  
 Contact Information/Map

### Marketing and Sales Pages

Pages for Each Service Provided  
 Pages for Each Product Sold  
 Online Store

List of Resellers/Distributors  
 Work or Product Sample  
 Customer Testimonials/Quotes  
 Service and/or Product FAQ's\*  
 Customer Request for Information

### Customer Service Pages

Product Updates and Tips  
 Training Resources  
 Customer Service FAQ's\*  
 Request for Support/Feedback

### General Industry Information Pages

What's New/Current Industry News  
 Research Findings  
 Links to Related Web Sites  
 Resources for Additional Information

### Employee/Member Only Use Pages

Employee Forms and Materials  
 Employee Information  
 Wholesaler/Distributor Only Use Pages  
 Forms, Materials, and Pricing  
 Wholesaler/Distributor Information

### Other Pages

Community Involvement and Service  
 Calendar/Meetings  
 Job Postings  
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\*FAQ's are Frequently Asked Questions