

WebcenterPro.com

Web Design and E-commerce Solutions

for Small to Medium Sized Businesses and Professionals

Web Site Owner Features & Benefits

Webcenterpro

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Free Customer Care

Whenever you need technical support or technical questions answered (example: want to add new page, want to change an image, add a link, add new product to your catalog, change your personal information etc etc) you can click the “Help” link provided in your “Admin” area. Here you will be able to view your online support manual and learn the answers to many of your questions. Also displayed at the top of the support manual section is our **Toll Free Support Phone Number 1-888-343-2889**. Support hours are Monday through Friday from 10am to 10pm EST. There is no limit to how many times you call our support department and no limit as to the length of the support call. Best of all, you will not be charged – IT’S FREE.

How do I access my “Admin?”

Your “Admin” area is passworded for your protection. Follow these 3 steps;

1. Visit the Webcenter at www.webcenterpros.com
2. Click “Site Owner Login”
3. Enter your “User Name” and “Password”

Your “User Name” is: _____

Your “Password” is: _____

If you call our Free Tech Support number, you may be asked for your ‘site name’

Your “site name” is _____

General Features & Benefits

- **Get Your Business Online Fast** - Your Web site includes all of the tools necessary to get your business online fast. In a matter of minutes you will have a fully functioning Web site, complete with all the tools you need to do business on the Internet. You'll have your own site administration login, which enables you to make an unlimited amount of changes to your site while taking advantage of the advanced site design tools we've built in.
- **Keep Your Business Open 24 Hours A Day, 7 Days A Week** - Your Web site allows you to extend business hours to "always open" on the Internet. You'll have a complete Internet solution that comes with everything you need to:
 - Allow your customers to place orders for your products or services
 - Get detailed information about your products or services
 - Deliver maps and driving directions to your customers
 - Allow your customer to communicate with you via email
 - Much, much more.
- **Email Aliases Included** - Your Web site includes 10 e-mail aliases, which allow you to use your Web site domain name with 10 unique e-mail identities, such as sales@mycompany.com or support@mycompany.com.

If your business requires more than 10 e-mail aliases, no problem, just call our Customer Care number and tell us how many e-mail aliases you need. Our friendly and helpful support representative will be happy to assist you in the process of adding as many e-mail aliases as you need.
- **50 Megabytes of Disk Space Included** - Each Web site include a whopping 50MB of disk space. This is enough space to hold several hundred pages, including detailed images of all your products. If your Web site ever approaches the 50MB limit, we have additional storage space plans to offer a virtually unlimited amount of disk space.
- ***** Live Tech Support With No Per Call Charges ***** - Unlike those stripped down bargain basement solutions; our Web sites include live tech support with no per call charges. Our friendly and knowledgeable support staff is ready to help you in the event that you experience any problems.
- **Unlimited Number Of Custom Domain Names** - Your Web site includes tools that allow you to register any number of competitively priced domain names to use with your Web site.
- **No Bandwidth Charges** - There are no bandwidth capacity limits imposed on your Web site. Many ISPs put a bandwidth cap on each Web site and they will either disable your site once the cap is reached or charge exorbitant fees for any data transferred from your site once the limit is reached.

We don't put bandwidth limits on your site, and you can be assured that your customers will have lightning fast, rock solid unlimited access to your site 24/7.
- **Unlimited Hits** - Unlike those bargain basement Internet solutions, we allow you to have unlimited hits to your Web sites. Our high performance clustered web server technology will assure that no matter how big your online business grows, your customers will continue to enjoy lightning fast access to your site with no pesky monthly limits on the number of hits.
- **Unlimited Pages, Links, and Images** - Just like our policy of unlimited bandwidth and unlimited hits, your site is able to contain as many pages, links and images (up to the 500MB maximum) as you need. Our advanced set of Web site tools that are included with your site, make adding pages, links and images a breeze. Just to repeat – there is NO Charge to add additional pages.

- **Unlimited Site Modifications** - Using our advanced set of Web site maintenance tools, making modifications to your site is simple. An unlimited number of changes can be applied to your Web site, all at **no additional charge**. Your site is never “down” when changes are made.
- **No Lengthy Contract Commitment** - Unlike other solutions that force you to agree to a lengthy Web site contract (with steep cancellation penalties), we give you the freedom to cancel at any time with no hidden fees. We have to earn your business each and every month.

Managed Hosting Platform & Security

- **Multi-Gigabyte Data Transfer Capacity** - Our Internet servers are hosted on an ultra high capacity, highly redundant tier 1 Internet backbone. This means that as your Internet business grows we'll be ready to handle your increased traffic with ease.
- **Double Layer Firewall Protection** - Rest assured that your Web site is safe with us. We use a dual firewall system, which protects your site Web site from unwanted intruders.
- **Secure Directories** - With your Web site you have the option of setting up secure areas within your Web site. These secure areas can be password protected, enabling you to securely provide sensitive information to a select few.

Built In E-Commerce Capabilities

- **2000 Item Product Catalog Included** - A 2000 item product catalog is **included** with your Web site, enabling you to instantly display your products to the world. The product catalog includes advanced features to insure that you can easily group your products the way you want, and offer the product options that you need.
- **Integrated Product Catalog Upload Feature** - Importing a large product catalog of existing products into your site is a breeze with our product upload feature. This simple upload procedure can be used as often as needed to insure that your Web site catalog is current.
- **Receive Product Orders Instantly via E-Mail** - Your Web site includes the ability to receive product orders from your Web site in real-time via e-mail.
- **Receive Product Orders By Fax** - In addition to the e-mail order notification, product orders from your Web site can also be faxed nightly to you.
- **Process Orders Online In Real-time** - By adding merchant account services to your site, you can process your customers orders online and in real-time.
- **Inventory Control Keeps Tabs On Your Online Inventory** - Use the inventory control feature of your Web site to let your customer know if an item is in stock or backordered. You can optionally use the inventory control feature to decide how to handle orders for out of stock items. You can choose to either accept orders with out of stock items or not.

Complete Set of Web site Management Tools

- **Simple Site Modifying Tools** - Your Web site includes a collection of tools designed to work together, allowing you to make simple or complex changes to your site. All this without the need for knowing HTML or purchasing additional software. The entire suite of applications works from right within your browser, so your site administration is as close as any Internet connected computer.
- **Integrated Flash Animation Editor** - Creating high quality “flash” animations for your Web site is easy with our integrated Flash editor. You’ll have many high quality animation templates to choose from, plus you can modify the text message and images for your custom flash animation.
- **Chat Room Application** - Use the built-in chat component on your Web site and you can have “one on one” or group chat sessions with your customers. The Java enabled chat room component has advanced features such as user created chat rooms, permanent chat rooms and password protected chat rooms. All the chat room features are controlled from within the Web site administration, making it easy to take advantage of this powerful tool.
- ***** NEW Foreign Language Translation Tool** – Unique tool that will allow the surfers to your site to instantly translate all content of your site to any of 12 different foreign languages. Another click translates back to English.
- **Usage Statistics** - Using the statistics tool in your Web site, you can find out where your Web site’s traffic is coming from, what search engines are sending you traffic, which keywords are giving you the most hits and how many total hits you’ve had on your Web site.
- **Image Libraries** - Our image library allows you to choose from over 16,000 high quality images, which are optimized for the World Wide Web. We have images from many industries, categorized and ready for you to use.
- **Integrated Site Promotion Tools** - The integrated site promotion tools from within your Web site take the mystery out of getting your Web site listed in the major search engines. The site promotion tools guide you through setting the Meta tags for your page by choosing your keywords and page descriptions and then **automatically submitting your Web site to the major Search Engines.**
- **Graphic Creation & Editing Tools** - No need to purchase expensive image editing software, or hire a graphic designer because your site includes powerful Java based image-editing software. You can easily upload pictures to your site and then use the image editing tools built in to your site to crop, resize, and optimize your images. The built in logo creation tools allow you to make beautiful high quality logos and Web site banners, all without the need for purchasing any additional software.
- **File Cabinet** - Your site includes a built in file manager, making it easy to manage all the assets of your site. Using the file cabinet, you can upload files, create directories, move and delete files. The file cabinet gives you an easy view of all the web pages, images and multimedia files that make up your Web site.
- **Built-in Site Wide Search Engine** - When your site grows beyond the initial few pages, your customers will appreciate the built in Web site search engine. This search engine gives you the capability to put a “search box” on any or all pages in your site. Your Web site visitors can type in what they are looking for and they will be presented with a list of links within your site containing the desired keywords.
- **Integrated Maps & Driving Directions** - Using your Web site to drive walk-in traffic to your business is simple with your Web site’s integrated **“Mapquest”** maps and driving directions. Your site automatically includes a map of your location and a link so customers can get door-to-door directions right to your business.
- **Calendar** - Using the calendar tool allows you to add one or more interactive calendars to your Web site. This tool is great for online booking of events and appointments.

Frequently Asked Questions:

What do you do about security?

We use industry-standard SSL encryption to scramble your customers sensitive information.

Do we have to sign a contract?

We do not have a contract, we earn your business month to month. There are terms of agreement before you purchase your site, signature not required. You aren't committed for any length of time. You can cancel whenever you want.

Can we have www.ourname.com as our address?

Yes, many of our users do. Your web package includes an easy tool that lets you register your own domain name (ourname.com). If you already have a domain name, you can use the tool to transfer it.

How are customers' orders processed?

Within the electronic commerce section of your site owner administration system, you can determine how your customers' orders will be processed. You have the following options:

1. E-Mail ordering only:
Choose this option to receive orders via email only. You can then print your orders out and process them offline.
2. E-commerce Ready:
You will choose this option if you already have an e-commerce transaction processing account.
3. Online Transaction Processing :
If you have a merchant account but are not currently able to process transactions on the Internet then this option will allow you to set up your online transaction processing.
4. New Merchant Account:
Choose this option to apply for a merchant account through one of our selected merchant account providers.
5. Accept Credit Cards Now:
Choose this option to start accepting credit cards immediately without establishing a merchant account.

We don't have a merchant account yet. Can you help us get one?

Yes, you can apply online through one of WebcenterPro.com selected merchant account providers. Your application will be processed quickly. When you're accepted, your new merchant account will be integrated into your store automatically.

Do we need to have our own merchant account to process credit cards?

No. WebcenterPro.com has made arrangements for you to accept credit cards immediately, without establishing a merchant account or paying any set-up fees. This is ideal for a business that is just starting out, where online sales volume is unknown.

Do we have to know HTML?

No. All you need to do, in order to create a site, is utilize the simple point and click interface provided in your site owner administration system. On the other hand, if you want to embed HTML tags in the text that you enter, you can.

Can we include keywords on our site so that search engines can find us?

Yes. Within the page administration section of your site owner administration system, you can enter keywords that search engines utilize when processing user searches.

Can we change our site once we've created it?

Yes. You can update your site as often as you'd like, from wherever you happen to be. While you're editing your site, visitors continue to see the previous version, Once you update your changes, the new version instantly! becomes visible.

Does our site have to look the same as all the others?

Far from it. You have complete control over the look of your site. Each site has its own distinctive look and structure.

Can we use our own images?

Yes. The WebcenterPro.com web package gives you the ability to upload images from your computer to our server within your site owner administration system. Once uploaded, you can utilize your images almost anywhere on your site.

Can we upload our own HTML files?

Yes, you can the convenient upload tool to transfer your custom html and image files from your computer to our server.

Can we get statistics about what is happening in our site?

With your access statistics report system, you can track the number of visitors to each of your pages, on a daily basis. You can also track the visitor's location and from which site they were coming from.

Do we need any special hardware or software?

You don't need anything more than you needed to read this page.

Will I receive any help to drive traffic to my site?

Yes, you can submit your site to different search engines using our simple search engine submission tool.

We already have a web site. Can we put just add e-commerce?

Yes, you can choose to only utilize our shopping catalog system, and link to it from your existing site.

Will anyone else have access to our sales data?

Absolutely not. You are the only person that will have access to your order information.

Do I have to be located in the US?

We place no limitations on where your business is located. However, international trade agreements between your country and the country of your customer may impose certain limitations and/or tariffs.

What kind of network connection do you have?

We have several OC-12 and OC-48 fiber connections to the Web located in the same facility as one of the Yahoo portals.

What do you use as servers?

Our software operates on multiple servers that run either Windows NT or Linux operating systems.

What do you do about backups?

We have dedicated systems to ensure that a duplicate copy of all your data is maintained at all times. We have 8 20amp 120v circuits and a 30amp 230v circuit which are conditioned and protected by UPS. Additional protection is provided by power generators in the event of an extended power outage. Each 120v circuit is connected to a 12 outlet power strip which is managed by a BayTech remote control unit for managing power usage.

Program Support

Do we support Macintosh computers?

Yes, the WebcenterPro.com Web Services solution is compatible with Mac and Pc.

What operating systems do you support?

Microsoft Windows 95, Microsoft Windows 98, Microsoft Windows NT, and Linux

Can we setup support FTP on our site?

Our "Upload Tool" functions the same way as FTP.

Can we support a "live" feed of streaming audio/video?

You can upload a video or audio file, then customers can download the file to view through Windows Media Player, etc.

What type of server extension do we have for FrontPage 2000?

We do not use FrontPage extensions. The customer must save the file(s) as HTML and then upload them into their root directory. This all happens in the Admin Section.

Do you support CGI?

Webcenterpro does not allow customers to upload CGI scripts to our server. We do however provide custom CGI scripts that you are free to use on your site.

Do we support ASP? What components?

Our system uses ASP (Active Server Pages) but we do not support ASP file uploads. (Note: Usually when this question comes up the customer is looking for substantial data base support, which the WebcenterPro.com Web solution currently does not provide.

Site Capacities

What is the connection of our servers to the Internet?

We have several OC-12 and OC-48 fiber connections to the Web located in the same facility as one of the Yahoo portals.

What bandwidth do we have available?

There is virtually no limit to the bandwidth into your Website on our servers. DS3 and T1 circuits are connected to our sites.

What are the traffic limitations of the site?

Each site is allowed four gigabytes of traffic per month. This is the equivalent of 100,000 hits/day.

What is your past uptime rating?

Our site reliability is among the best in the internet community, a 99.99 uptime.

How many megabytes are these pages?

The overall site has an introductory capacity of 50mb expandable to 500mb.

How many pages does the basic site include and how many pages can a customer have?

The basic site is seven pages. There is no limit to the number of pages or images as long as they don't exceed 50mb. Our standard 50mb site has the ability to hold 2,000 products in the shopping catalog. When upgraded to 500mb you can have up to 10,000 products in your shopping catalog.

E-mail Capacity

Do we supply private e-mail and virtual Web hosting?

Yes, we provide private e-mail aliasing and virtual Web hosting. Not actual e-mail addresses or boxes. Ten e-mail aliases are included at no additional charge.

Do you have unlimited auto responders or unlimited forwarding?

There is unlimited e-mail aliasing, which allows you to direct Web site inquiries and e-mails sent to www.yourcompany.com to another existing address of yours.

Editing Your Site

What if I don't like the flash page?

There are over 20 choices of Flash page. They are located in the Custom Flash Editor Tool in the sites tool area. You can also disable the flash page with the click of a button.

How compatible is the site with FrontPage 2000 or some other site creation programs?

Very compatible. You can save the files as HTML files and then upload created pages with any Web page editor on the market.

If a customer wants to add streaming audio or video to their site, what do they need to do?

All the customer has to do is upload the file with the video/audio in it. The provide a link on the site to that file. This is accurate but is not in a sense true streaming audio/video. Streaming audio/video requires special servers that are quite expensive. The alternative is just as useful and compatible with our system.

Can we support MP3 or Midi files?

Yes, customers can upload the file into their file cabinet and then create a link onto their page.

Do you support databases?

We only support the site generated database with this system. The support mentioned is the way our software creates and stores information. The only thing that comes close is the ability to have a product list in a tab-delimited file format that can be uploaded to our system.

Can we determine the e-mail address of customers contacting my site?

We automatically know where the person has come from (ie., AOL, MSN etc.) and what pages on your site they looked at and for how long (these are in your statistics areas). Once the customer e-mails you from the Feedback page, if they included their e-mail address in the form, you have access to his e-mail address. His or her e-mail address is stored in your contact management system so you can e-mail them later with promotions, sales etc.

WebcenterPro.com	Traditional Web Developer	Do-it-Yourself Option
<p>1. WebcenterPro.com charges No developer fees. No hourly charges. Flat rate for the site. Trial period for you to evaluate your site and make changes with no obligation to buy.</p> <p>No Developer Fees</p>	<p>1. Customer pays non-refundable developer fees, regardless of website quality or customer satisfaction (i.e. the programmer doesn't work for free, even if the site is undesirable and not purchased).</p>	<p>1. Buy a software program. Get the 6" thick book and CD rom & learn the software. Build the site yourself, find a hosting company and upload the site to the Internet. Very time consuming. You may be left with a very unprofessional look.</p>
<p>2. You can instantly make changes to your site 24 hours a day, 7 days a week at NO COST. You can even completely revise the format and content of your site for free, anytime. Your site is never "down," while changes are being made. You will be able to keep your site up to date and fresh so your customers will return again and again.</p> <p>No Cost to make changes</p>	<p>2. When the customer wants to make changes or updates to the site, they pay a-la-carte prices at an hourly rate (usually \$50 to \$200 per hour with a 1 hour minimum). Changes must be submitted to the developer and may take weeks for completion. Your site is "down" while changes are made (putting you temporarily out of business).</p>	<p>2. You make all changes yourself. You must learn programming code, html (hypertext markup language). Whenever you make changes, your site is "down" and your customers will not be able to find it until you upload the site to the Internet again with all changes completed.</p>
<p>3. You have unlimited FREE technical support and online resources to assist in modifying your site. This is provided through a toll-free number and is "live" first generation tech support, and it's FREE. It's all point-and-click, drag-and-drop procedures... In other words, updating the site is intuitive and you don't need to know how to program.</p> <p>Free "Live" Tech Support</p>	<p>3. Tech support is usually very expensive. The web developer makes their money on the sale of your website, they are usually not interested in fixing your problems. If they do, it's for a hefty fee (\$50 to \$200 per hour with a 1 hour minimum). Most only offer "chat support" or email support. Technical issues are slow to be resolved. Faster processing is sometimes possible for an extra fee.</p>	<p>3. When things go wrong there is no one to turn to. Get out the book and dig in. Most do-it-yourself sites end up with "Under Construction" signs posted most of the time -OR - they simply remain static with no changes made to them for long periods of time. Customers get bored and stop visiting.</p>
<p>4. A 2000 product catalog and shopping cart software is included with your site at no additional cost. You can add merchant services through our association with Card Services International if you desire. If you already have a Merchant Account to process credit cards we will add your Merchant Account to the shopping cart on the site for you... we do not charge additional fees for this service.</p> <p>Shopping Cart and Product Catalog INCLUDED</p>	<p>4. E-Commerce catalog and shopping cart software is available at a premium as an add-on feature, boosting the site price up by \$500 for a catalog that features up to 10-20 products, to \$5,000 for a more comprehensive catalog. Obtaining merchant services for you requires another hefty fee and in many cases your existing merchant account cannot be used because of the developer's partnership with a specific merchant provider organization</p>	<p>4. If you are using the do-it-yourself method you must purchase additional software, which means - back to the books. You must shop for a Merchant Account Provider. You have to piece it all together and get the shopping cart setup and the Merchant Account attached to it so it all functions properly in conjunction with your bank. I sense one of those "Under Construction" signs going up very soon! Good luck with this one.</p>

WebcenterPro.com	Traditional Web Developer	Do-it-Yourself Option
<p>5. Customized FLASH animation introduction page is included at no extra cost. You can opt to disable it, but it's available as part of the site. Provides a dynamic multi-media entrance to your site. Can be changed and modified at any time Free of charge.</p> <p>Free Custom Flash</p>	<p>5. Specialty programming is expensive. FLASH animation averages \$200 per second of run time. A 10 second FLASH intro could cost you as much as \$2000. Of course for changes to your Flash animation you would be "on the clock" (\$50 to \$200 per hour with a 1 hour minimum)</p>	<p>5. If you want to add custom Flash animation to your do-it-yourself site you can start by getting out your wallet. Flash is not an inexpensive program and is a difficult program for the novice to master. Special classes may be needed. There are lots of big thick books on the shelves of most bookstores that can help you learn.</p>
<p>6. As part of your Web Services Membership package, you have a set of analysis tools online to monitor site usage, hits, etc. You will be able to capture the information from the surfers that visit your site. This information will be seamlessly stored in your included Customer/Contact Management Tool that allows scheduled emails to customers/contacts so your events, sales, activities, and news can be easily sent out to your mailing list.</p> <p>Site Statistics, Information Capture, Contact Management System for email marketing are all INCLUDED.</p>	<p>6. Once the site is built, the developer is done with the job and their obligation to the customer is fulfilled. There are usually no tracking tools or management tools available to the customer, and such services cost extra at a premium. Without the ability to check site statistics, capture surfer information, store it in a contact management system and use it, you have given up on one of the most powerful features a website can provide.</p>	<p>6. By choosing the do-it-yourself option (or the ever popular- "my neighbors sixteen year old will build it for me" option) you (or the kid) already have your hands full building and uploading your site and e-commerce features. Adding sophisticated features that will enable you to capture site statistics and surfer information and store that information into a contact manager, which you can use to help you market your site and create more customers, leads, or patients, is unlikely.</p>
<p>7. We include sophisticated Search Engine Submission software built into the management area of your site. You can submit your site to the top search engines with the click of a button. And it's FREE! Need help? Toll-free technical support will provide speedy service to help you choose your key words and effectively list your site.</p> <p>Search Engine Submission software and support- FREE!</p>	<p>7. Search engine submission is offered for a fee, or you pay a premium for a pay-per-click account. You can have the most beautiful site on the Internet but if no one can find it, what good will it do you? Most Search Engines require frequent submission (every 4 to 6 weeks). At \$50 to \$200 per submission, per Search Engine, this can add up to tens of thousand of dollars yearly.</p>	<p>7. Manually submitting to multiple search engines every 4 to 6 weeks is a very time consuming job. Let's face it - you're still trying to figure out how to squeeze 25 hours out of a 24 hour day - you don't have time for this, you won't stick with it, and your site will never come up when your prospective customers use the Search Engines. You will have to resort to buying yet another software program or using a paid submission service</p>

	Traditional Web Developer	Do-it-Yourself Option
<p>8. The WEBCENTERPRO.com Complete Custom Bundled Web Services Package can range from \$999 to \$2499 on average, depending on the scope of work put into creating the site initially. The styles, colors, layout, text and graphics are customizable to your specifications so you get EXACTLY what you want. If you aren't happy with your site there's no obligation to buy. If you change your mind after you buy the site, you have a 10-day money-back guarantee. There is no contract for you to sign - we have to earn your business each and every month. We want happy customers.</p> <p>The most affordable, feature rich web package in the industry</p>	<p>8. The average customized business to business (B2B) website costs \$4,000-\$6,000 for a basic package. Everything is added a-la-carte. Final costs for a small business site can be as high as \$10,000-\$17,000. Customers often pay in "phases" where their money is incrementally committed as the site is built. There is typically no refund even if the customer changes their mind and opts not to buy the site. The average time to build a site and deliver to the customer is 4-6 weeks, but can be as long as 2-4 months. Typically, customers cannot make their own changes. All changes must be made according to a Tech Support Contract and you pay \$50 to \$200 per hour. Many developers lock you into a term contract (24, 36, 48 months).</p>	<p>8. In the long run, if it's done right and you include all the tools you need to be successful on the internet, this is certainly the most time consuming option available to you and will end up costing you far more than originally bargained for. You may end up with a site that you have total control over, but you will, in all likelihood, have an unprofessional design that has a never-ending list of functionality problems that need fixing. Building, maintaining and managing your site while keeping up to date with the latest technology changes, all by yourself, will be a full-time J.O.B.</p>
<p>9. Hosting includes a Membership Package with online tools to allow you to manage your site using our "point and click" technology. You can make your own changes to graphics and text without the need for any third-party software and without any fees. You have free ongoing access to an image library of web-ready images for your use in customizing your site. You can add chat rooms, loan calculators, weather look-ups, maps, site search engines and many other useful features whenever you want and with NO ADDED COST. You can add additional pages to your site for FREE with no limit. You of course have your Statistical Tracking and Contact Management Features, our unique and effective Search Engine Submission software and the Shopping Cart and Product Catalog. The most valuable feature included is FREE, UNLIMITED, first generation "LIVE" SUPPORT provided through our toll-free number. All of this and more including hosting fee is wrapped into one low monthly membership fee of \$50. (or - put it into perspective... for about \$1.65 per day!!!). WebcenterPro.com Low Monthly Membership includes this all-inclusive feature rich package and FREE Tech Support.</p>	<p>9. Hosting for business sites can range from \$50-125/month and up. Hosting for personal sites is cheaper at \$9.95-34.95/month. Either way, the customer is just renting web space and does not get the benefit of management tools, statistical tracking, the ability to make changes themselves, or any form of usable tech support. Watch for hidden charges buried in the small print. Some of the hidden charges you might uncover include: increasing monthly hosting fees as you add more pages to your site, additional charges just for adding a custom domain name and matching email addresses, a low monthly hosting but coupled with a mandatory tech-support contract in which you must pay heavy charges for any and all changes to your site, check to make sure YOU own the domain name and can take it with you if you decide to stop doing business with the current company, make sure you check out the cost of adding a product catalog and shopping cart, and find out what you will be paying for Search Engine submission. Make sure your website package will provide statistical tracking and include the capability to capture information and use it for your own email campaign to promote your business.</p>	<p>9. If you look hard enough you will find plenty of cheap site and cheap hosting "deals" on the Internet. These build-it-quick sites are not capable of providing you with a suitable online business website. Many of the tools that are vital to your online success are missing. Tech support is usually non-existent. Companies that offer these "deals" go in and out of business on a regular basis leaving their website customers high and dry. If you still plan on doing-it-yourself, here is a short list of some suggested software you can buy and learn to get started:</p> <ul style="list-style-type: none"> Dream Weaver – website creation software program \$399 Flash – multimedia development software program \$499 Adobe Photoshop – image editing software \$399 Shopping Cart Software \$349 Statistical Tracking \$9.95-\$99.95/month Search Engine Software \$39.95 - \$350.00 <p>Don't forget to stay current with all the upgrades. All that's left is to find a good hosting company and get your merchant account attached to your shopping cart.</p> 