

Chapter 3

Web Site Basics

Do you need your own web site?

Yes! The answer is most definitely yes.

Some reseller programs provide you with a completed web site which has an address such as

`www.resellerprogram.com/?=your_username`

If your reseller program does this, you will at the very least need to get your own domain name to use for your web site since your visitors aren't going to want to type in that big long address every time they want to reach your site, but ...

If you truly want your business to succeed you should also set up your own web site and attach it through links to the web site they provide you.

Why?

Because if your reseller program has hundreds of resellers, all of them will have the exact same web site. That means if you don't have a way of differentiating your reseller web site from the others your web site will just be buried in the search engine listings and no one will ever find you.

If that happens, you will need to either pay for advertising or you will need to somehow generate visitors to your web site through means other than the search engines.

This isn't impossible to do, but it is difficult, can become expensive and is time consuming. That's why I recommend that you try to get a good search engine ranking instead.

The only way to get a good search engine ranking is to have your own web site. That way you control what goes on your web site and you can take the steps needed to improve your ranking.

I walk you through the steps you need to improve your search engine ranking later in the book, but for now just know that if you are a reseller and your reseller program provides you with your own web site you will be much better off if you create your own web site and link to your reseller program's web site.

This is pretty easy to do so don't be intimidated by it. I walk you through every step you need to take if you want to have your own web site. So, let's get started.

Web Site Options

Now, that you have decided that you need a web site, you have a choice to make. Do you ...

- 1. Build your web site yourself?
- 2. Or, do you pay someone to build it for you?

I recommend that you build your own web site, but I want to go through the pros and cons of paying someone so you can have all the facts you need to make the decision that's right for your business.

Paying Someone to Build Your Web Site: Should you or shouldn't you?

What's nice about paying someone to build your web site is that they do the actual building of it. You don't have to do anything except provide them with the information you want to be used on your site.

Obviously they aren't going to build you a web site out of the goodness of their hearts so you have to pay them. How much? Usually you can expect to pay at least \$2,000 for a basic web site. The price goes up depending on your needs.

I have seen full service web site assistance offered for less but a lot of times (not always) there seems to be extra fees crop up when they suggest that you need this extra or that extra and before you know it the price has added up to around the \$2,000 mark for a basic site. (Again, I'm not saying this happens with every cheaper web designer out there, but it does happen with some of them.)

Also, a big issue with hiring a web designer is what happens when you want to make changes to your web site? You can't make them yourself since you don't have the software or, in most instances, the know how to make the changes so you will have to pay the web designer to make them for you.

They will of course charge you for this. The usual charge is around \$35/hour – some are a bit more, some a bit less. That means that every time you want to make a change to your site, you have to pay someone to make the change for you.

Just like in everyday life where you can depend on some people more than others, the same is true for web designers. Some web designers will take a couple of days to make your changes and others you may never hear from.

I recommend that if you want to create your own reseller business that you build your own web site and not hire someone. It's going to end up being a lot easier and cheaper for you.

If you decide to build your own reseller web site, there are certain steps you need to take. Let's look at those now.

Well, not quite yet. This ends the free excerpt from the book. The entire book is in this same easy to follow format and conversational tone. For more information about the book please continue reading my web page and take a look at all the free bonuses that come with it. If you're serious about having a reseller business, the book and bonus items are really going to save you a lot of time, money and frustration and help you out a lot.