



# ALBANY WEBS

## **You can own and operate an affordable website.**

Why pay for an overpriced service when you can have you own and operate your own website for less than you think, Save money by using the DIY approach.

At Albany Webs our business philosophy is to empower our clients with the knowledge they need to own and operate their own website at an affordable savings.

We give you the information and show you how to DIY (do it yourself)

"hey wait a minute I can get a website at one of those generic template sites"

Yes that is true, you can, however it is important to realize that you get what you pay for, you can get a generic template website hosted on an anonymous domain like your website. some domain.com.

The downside is that what you have, is just what you pay for, you can get it cheap but that is something that is not as desirable as you might imagine.

We can show you how to get the premium look of a much more expensive website at a price that will save you money and save you time.

Saving money is a good thing, however you need to carefully consider what you get for your money, sometimes it may be better to pay a little more and get a lot more for your money, than to take what at first glance might seem to be the cheapest choice.

**Here are some features you will want to make sure you have in your website.**

- Your Own Domain name. (check out godaddy.com)
- Good Content. Original fresh content.
- Business information, directions to your location, who you are, what you do.
- The right Programming, the old adage is still applicable, Keep is Simple.
- Communication system, Email communications tools, help you stay in touch with your customers.
- SEO (Search Engine Optimization)
- Learn how to DIY (do it yourself)

This is perhaps one of the most overlooked methods of saving money when considering a website presence on the Internet.

DIY is our approach to doing business online.

Some Design houses and in fact most of them practice the maintenance fee method of doing business online, this robs the customer of the vital aspects of doing business online, it keeps them from learning about the truly important methods of succeeding online, we feel that empowering the client with the knowledge to DIY creates the possibility of the long term success of a small business website.

