

# Small Business BULLETIN

## Free Web Sites Level The Playing Field

(NAPSA)—For most businesses, the information superhighway is a path to success—providing access to a world of customers. Fortunately, new technology is making it inexpensive and easy for just about everyone to get a Web site—even companies with limited resources.

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have to stand for “expensive.”** 

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Although graphic designers still charge as much as \$26,000 to create a custom site, new options have brought the cost of a full business Web site down into the hundreds for small businesses and in some cases, free. The “e” in e-commerce doesn’t have to stand for expensive.

FreeSitesDirect.com, for example, creates sites loaded with more than 30 of the most important features necessary on a business Web site, including a custom domain name, shopping cart, business e-mail and secure online payment. Companies pay no design fees for a Web site customized to their business.

Business owners can get more hands on control with do-it-yourself Web builders such as Site sounder.com. They offer professional-looking templates and “point-and-click” technology. Even without any programming or design skills, a business can be online for less than \$20 a month.

Online Web builders such as these give small companies and entrepreneurs an affordable way to find new customers and make greater profits doing online sales.

For people who just want a simple personal site, Blinkz.com provides free Web sites without the business tools.