

No More Excuses, It's Time To Build A Web Site

(NAPS)—A growing number of small businesses are moving into the 21st century by setting up Web sites and taking full advantage of the Internet as a key business enhancement.

Surprisingly, despite all the free and fee-based services available, a recent report by the National Federation of Independent Businesses showed that only 16 percent of businesses have set up Web sites—even though an estimated 80 percent of all businesses are computerized.

What's stopping them? Many small business owners feel they don't have the money, knowledge or time to set up a Web site. Fortunately, those things are no longer necessary; there are companies which offer services that address all the problems associated with starting a Web site.

One example is Intuit's QuickBooks® Site Solutions, available at www.quickbooks.com/site. This service helps small businesses set up professional-quality Web sites in just five simple steps, and removes the most common barriers to getting a business online:

- **"I don't have the time."** A professional site can be developed in a matter of minutes. In fact, with new tools available online, the project can be tackled, start to finish, in about 10 minutes.

- **"But it's so expensive."** If you turn to Web site developers for help, the costs to create and maintain a site can easily skyrocket into thousands of dollars. If you



For a small business, setting up a Web site can open a world of possibilities.

create and manage the site yourself, with the help of an online service, it can cost as little as 20 dollars a month.

- **"Don't I need special computer skills?"** No. You don't need to know HTML, Java or any computer programming language to build or maintain a professional site. QuickBooks Site Solutions uses an easy, step-by-step wizard to guide you through the process.

- **"Is it even worth it?"** Sure is. Many small business owners have significantly boosted their exposure and sales by using the Web to reach broader geographies, as well as strengthen connections with their local customer base.

It is so easy and cost-effective to set up a Web site for your small business, thanks to new tools that have been designed specifically for the needs of small business owners. So, no more excuses! Make 2001 the year you finally get online.