

# The Quick-and-Easy Web Site: Build a Web Presence for Your Business in One Day

Paula Peters

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Get Your Business on the Web—Now!

## The Quick-and-Easy WEB SITE

BUILD A WEB  
PRESENCE FOR  
YOUR BUSINESS  
IN ONE DAY

LEARN HOW TO:

- PURCHASE YOUR DOMAIN
- WRITE WEB CONTENT
- DESIGN THE LAYOUT
- FIND A HOST
- PUBLISH THE SITE



PAULA PETERS

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**Paula Peters : The Quick-and-Easy Web Site: Build a Web Presence for Your Business in One Day** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Quick-and-Easy Web Site: Build a Web Presence for Your Business in One Day:

0 of 0 people found the following review helpful. Clear enough for everyone to use! By Brenda Starr This is written so well and so clearly that even I, not a great computer brain to start with, could understand how to do it! It's for the beginner and professional, yet is not loaded with computer techie vocabulary and code that one can't figure out. The

writer walks you through the elements, with hints and tips for success. This is a must-have for beginners and intermediate web site builders and even for more advanced. A business tool that everyone needs and should have! Outstanding! 5 of 5 people found the following review helpful. Use this book to put together a Web site for your company or nonprofit organization in a day for under \$500. By Jeff Lippincott I loved this book! It does an excellent job outlining the basic steps to producing a Web site for your small business or nonprofit. It is well-written and outlined, and includes the following chapters: 0. Introduction 1. Why does my business need a Web site? 2. Plan a Web site for your business 3. Step 1: Purchase your domain name 4. Step 2: Write the Web content 5. Step 3: Design the page layout 6. Step 4: Find a Web host 7. Step 5: Publish the Web site 8. Add other functions to your Web site 9. Market your business with your new Web site 10. When to hire a professional ... and why A. Sample Web sites A Web site is like any other marketing tool: it is built for a particular purpose. The author says there are ten main things a Web site can do for an organization: Educate people about your business quickly Show that you are a legitimate organization Win new prospects or donors Put you on par with your competition Open up a whole new market Give credibility to your services Sell products or services Tell customers and prospects about your products or services Help close the deal Win new customers Keep the above list in mind when producing your Web site. You don't want to design a site for one purpose when you really need it to perform for another purpose. This book is written for small business owners and fledgling nonprofits that need a Web site but don't have a large budget to spend on building one. This became very apparent when the tools covered for building a Web site did not include Dreamweaver, Frontpage, Photoshop or Photopaint. Instead, lower-end software programs were mentioned. It is my humble opinion that the above applications should have been mentioned because anyone with a Web site will eventually want to use such software to update their sites. And such software is not all that expensive if the not-so-latest versions are purchased on eBay. Keep in mind that by building a Web site in a day for under \$500 is probably not going to do a good job for your organization regarding the 10 functions listed above in this review. But by putting a Web site together in a day you will have something to edit and modify tomorrow. And you have to have a Web site today if you are in business! So use this book to help you get current today. 5 stars! 4 of 4 people found the following review helpful. It works! By mart braden If you are hoping to build your own web site, or want to improve the site you already have, buy this book. This book is easy to understand and follow. A joy to read and put into practice. Though "The Quick and Easy Web Site" may give the impression that internet web building is easier than it is (little process situations not expected and/or devious tricks of web page hosting companies - watch fee structures and 'read the fine print') the book delivers more than promised and is enjoyable to read. When the internet development page 'help' seems like more of a frustration, Paula Peters steps in with her shared experience.

Forget the complicated instructions and baffling techspeak found in other guides, The Quick-and-Easy Web Site gives you straightforward instruction on how to build a Web page that really delivers. It's simple. It's fast. And it's certain to take your small business to the next level. Written for the small-business owner on the go, this book gets your Web site up and running in just one day. It walks you through the five easy steps that will get your company the Internet attention it deserves. Learn how to: Purchase your domain name Write powerful Web content Design your page's layout Find a Web host Publish your site Once your new site goes active, you'll attract new customers in no time. This fast and effective guide puts you and your company where you belong-on the Web! Paula Peters is the owner of Peters Writing Services, Inc., a firm that specializes in writing and designing marketing materials, including Web sites. She has written marketing materials for a variety of Fortune 500 companies across the globe and has published more than 50 articles, essays, and stories. The author of The Ultimate Marketing Toolkit, Peters also has taught thousands of entrepreneurs, leaders, and managers over the past 12 years.