

GUIDE

HOW TO TELL IF YOU NEED A WEBSITE?

A comprehensive guide for
entrepreneurs and business people.

By



fidextech™

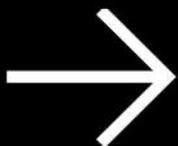
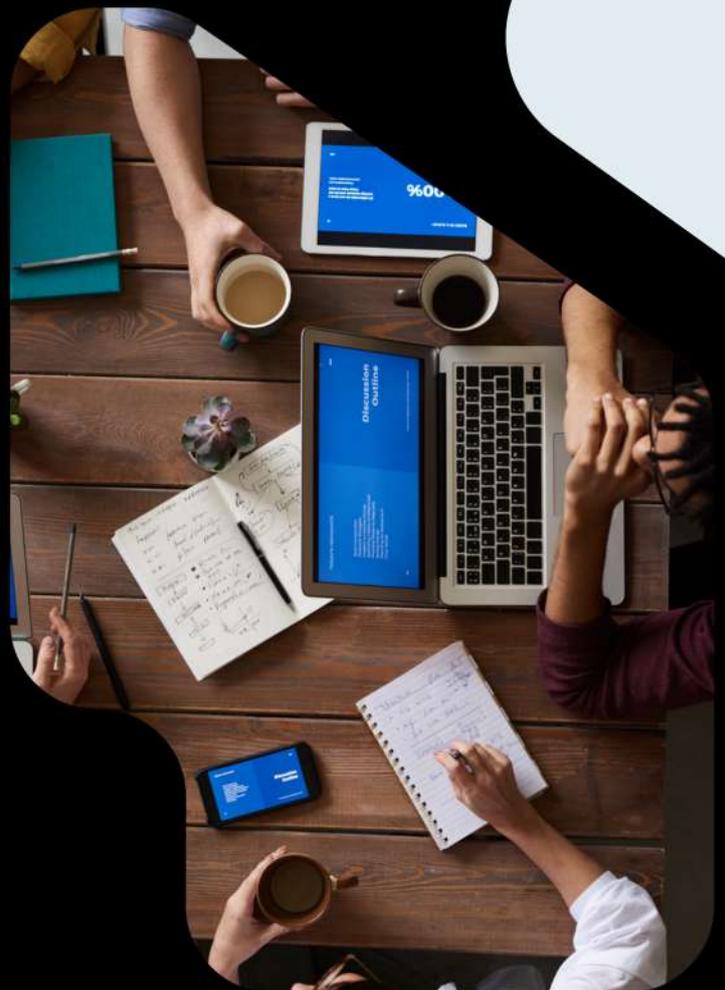


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WANTS vs NEEDS



INTRODUC- TION



How can you tell if you need a website? To find your response, ask yourself a few key questions beforehand. Do you want to reach a wider audience with your product or service? Do you need an online space to showcase your work? Are you looking for a way to connect with customers and build relationships? Are you looking to have more control over your image as a public figure or professional? If the answer to any of these is yes, then you likely need a website.

Before making the decision to build a website for my business, I used to ask myself the following questions:

- Is a website appropriate for my small business?
- Is it worth it to have a website with my professional portfolio?
- Do I possess the required skills to work with web technology?
- Is a website too expensive for my small business?
- I'm not sure where to begin. Where do I start?

Instead of trying to find answers to these questions, I took the time to research and develop a plan. I identified the excuses that were holding me back and created a strategy to move forward in my business online success.

This guide is designed to help you make a quick decision about whether or not you need a website for your business. It will also provide you with some key tips on how to take control of your marketing and brand.

The average global Internet user spends 6 hours and 43 minutes online every day. (ref. websiterating.com)





WWW

**CHAPTER 1:
THE BASIC OF A WEBSITE**

THE BASIC



What is the web? What is a website?

The web is a ubiquitous presence in our lives, and we use it more than ever before. It's not just websites that we visit with our browsers – the web is much more than that. We use it for email, social media, and a host of other tasks.

A website consists of a set of web pages and associated content that is identified by a unique domain name and hosted on one or more web servers.

A web server runs websites and distributes web pages to users. It uses HTTP to communicate between the server and the user's device. A web server stores static web pages, which include HTML documents, images, style sheets, and tests. It also supports SMTP and FTP for emailing and file transfer.

Technically, a website may be accessible via a public Internet Protocol (IP) network, such as the Internet, or a private local area network (LAN), by referencing a uniform resource locator (URL) that identifies the site.

Websites are built using HTML code and popular programming languages, which allows us to view them in web browsers.

Billions of people around the world use eCommerce. In the United States alone, 259 million people shop online. (ref. broadbandsearch.net)

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CHAPTER 2: TYPES OF WEBSITES

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TYPES

81% of adults in the United States use the internet daily, according to Pew Research Center.

Websites come in all shapes and sizes, but they all have one thing in common: they're all built using HTML code. HTML is the building blocks of the internet, and it's what allows us to view websites in our web browsers. There are a few different types of websites, each with their own unique HTML code.

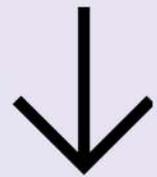
The most common type of website is a static website. Static websites are typically made up of a few pages of HTML code, and they don't change very often. Another type of website is a dynamic website. Dynamic websites are usually much larger and more complex than static websites, and they're designed to change and grow over time.

Here are some of the most popular types of websites:

- Business Website
- Ecommerce Website
- Forum
- Blog/News Websites
- Landing page
- Entertainment Website
- Nonprofit/Organization Website
- Portfolio
- Personal Website
- Knowledge Base
- Directory websites



SOME OF THE MOST POPULAR



Business website

A business website provides an online presence that visitors or potential customers can use to learn about a company, its products and services, and its vision. One of the main goals of a business website is to provide accurate and up-to-date information so that customers can contact the company directly. Examples: abc.xyz, aboutamazon.com.

Ecommerce website

An e-commerce website is a website that allows you to buy and sell products online. Ecommerce refers to the buying and selling of goods and services online. Business transactions can occur between businesses (B2B), businesses and consumers (B2C), or consumers and other consumers (C2C). Examples: Ebay.com, forever21.com.

Forum

A Web forum is a website or section of a website that allows visitors to communicate with each other by posting messages. This is a great way to open up discussion and voice ideas with others who may be interested in the same topics. Examples: veganforum.org, reddit.com.

Blog/News website

A blog or news website is typically a website that publishes regular articles or posts on specific topics. These websites are becoming increasingly popular as replacements for print media such as newspapers and magazines. They offer a great way to educate or inform visitors about current events or specialized knowledge. Examples: Techcrunch.com, Nytimes.com.

Landing page

A landing page is a web page designed to drive leads or conversions. It usually has a lead-capture form where visitors enter their contact information in exchange for a resource, like free webinar, ebooks, etc. Examples of websites with great landing pages: codeacademy.com, <https://mailchimp.com>.

Entertainment website

An entertainment website's purpose is to provide its audience with high-quality content that is entertaining. This can include news stories, films, games, and other forms of entertainment.

Nonprofit/Organization Website

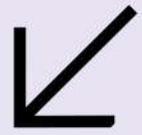
A non-profit website is designed to serve a specific purpose or cause, rather than generate profit. Content on a nonprofit website can take many forms, from text and videos to interactive graphics. Here are two examples: Wikipedia.org, Wordpress.org.

Portfolio

A portfolio is a collection of creative work that you use to show potential clients what you can do. A portfolio website is an online space where you can showcase your work. Examples: Portfolio.adobe.com, Dribbble.com.

The average global Internet user spends 6 hours and 43 minutes online every day. (ref. websitesrating.com)

SOME OF THE MOST POPULAR



Personal website

Personal web pages are created by individuals to share content of a personal nature. They can be used for informative, entertainment, social networking or personal expression purposes. Your personal website can be about anything you want, including hobbies, pets, or other interests. Examples: about.me, taylorswift.com.

Knowledge base

A knowledge base is a self-serve online library of information that can be used to improve your company's knowledge management practices. Examples: docs.readme.com, docs.kibocommerce.com.

Directory websites

A web directory is a organized list of websites that makes it easy to find what you're looking for. It is similar to a search engine, but not identical. Examples: aboutus.com, business.com.

There are more than 1.92 billion websites that are online right now.

CHAPTER 3: BENEFITS OF A WEBSITE



BENEFITS OF A WEBSITE

Benefits

What are the benefits of having a website for yourself or or business?

A website is important for any business or organization. It's a way to have an online presence, which can help you reach more customers or clients. A website can also be a good way to build credibility and trust.

Websites have become a necessary part of doing business in the modern world. They are an essential tool for marketing, sales, and customer service. A website gives your business a global reach, 24/7 availability, and the ability to scale as your business grows. Customers can find you easily online and learn about your products and services at their own pace. A website is also a great platform for providing excellent customer service. You can use your website to offer FAQs, live chat, and email support.

Here are some benefits of having a website:

- Brand
- Digital Marketing
- Leads
- credibility
- Accessibility
- Direct Support
- Autonomy

84% of consumers believe that businesses with a website are more credible than those without one.

BENEFITS



Brand

Creating a strong brand identity is critical for any business, but especially if you want to stand out from the competition. A professional website is one of the best ways to showcase your brand and communicate what you're all about to potential clients.

Digital Marketing

Creating a website is relatively inexpensive and can bring in a lot of traffic, both organic and inorganic. If you plan on using digital marketing to increase your leads, make sure to set up your website early on.

Leads

A website can help you inform customers about their purchasing decisions, level the playing field against competitors, and increase your chances of getting leads. Although there is a cost associated with building and maintaining a website, it can ultimately lead to a positive return on investment.

Credibility

A website is essential for small businesses to establish credibility and attract new customers. According to a US study, 84% of consumers believe that businesses with a website are more credible than those without one.

Accessibility

One of the major advantages of having a website is that it provides 24/7 access to visitors, potential customers, and active customers. They can get the information they need or avail of your services at any time, day or night. This is a key factor in the importance of a website for businesses.

Direct Support

Websites allow you to directly respond to visitors, potential customers, and active customers. They contact you directly through email for support or concerns, or sales related questions. You are reachable 24/7, so there is no need to rely on social medias or third party tools to help your customers. Being available 24/7 also helps build trust with your audience.

Autonomy

By having a website, you can present your company's values and policies to the public without needing approval from social media platforms. As long as you are compliant with government policies in your industry, you can operate your business as you see fit.

CHAPTER 4: COST OF A WEBSITE



Cost

Efficiency

COST



How much does a website cost?

It's important to consider the cost of a website for your business before making a decision. Websites can be relatively expensive, but a well-designed website can be a great asset for your business. You can also build a website for a few hundred dollars, depending on the complexity of the type of website you wish to have.

For many small businesses, the cost of a website is a significant investment. There are a number of factors to consider when budgeting for a website, including the cost of a domain name, hosting, design, and development. Depending on the size and complexity of your website, the cost can range from a few hundred dollars to tens of thousands of dollars. However, a well-designed and functional website is an important part of any business and can be a valuable asset in helping you reach your target market.

The main factors to consider

- Domain Name
- Hosting
- Design
- Development

eCommerce sales were expected to reach \$4.9 trillion in 2021.

FACTORS TO CONSIDER

Domain Name

A domain name is the address you use to access a specific website. It typically starts with https or www, followed by the domain's extension (like .com or .org). For example, the domain name for Google is google.com. The price of a domain can range from \$5 to several thousand dollars per year for premium domains.

Hosting

Web hosting services provide space and facilities for companies and individuals to create and maintain websites. Hosting technology can vary depending on the size and needs of a website, and costs can range from a few dollars to thousands of dollars per year.

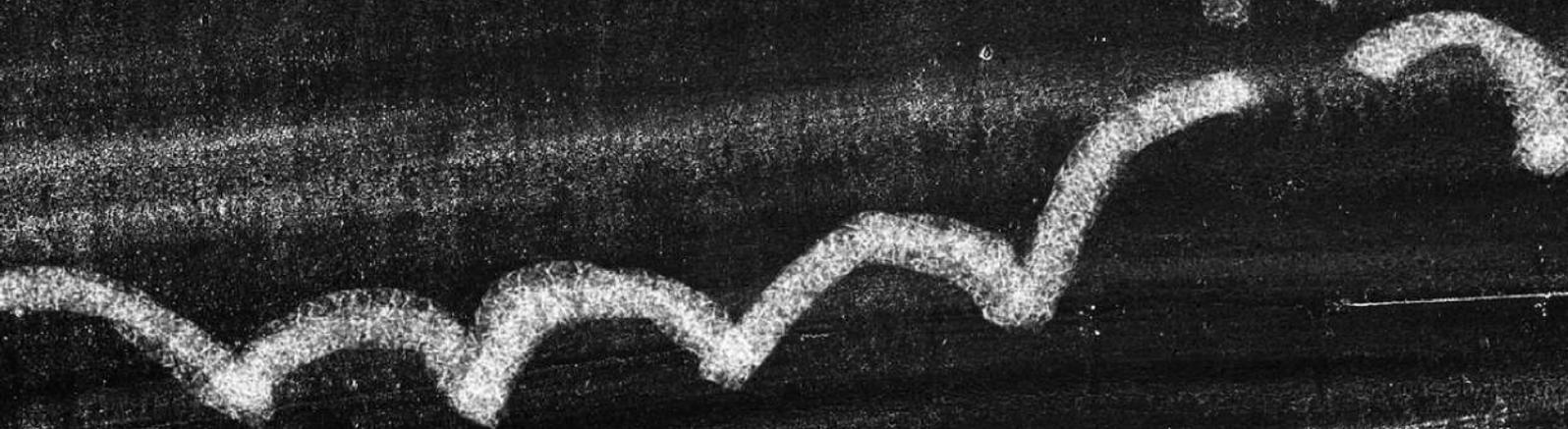
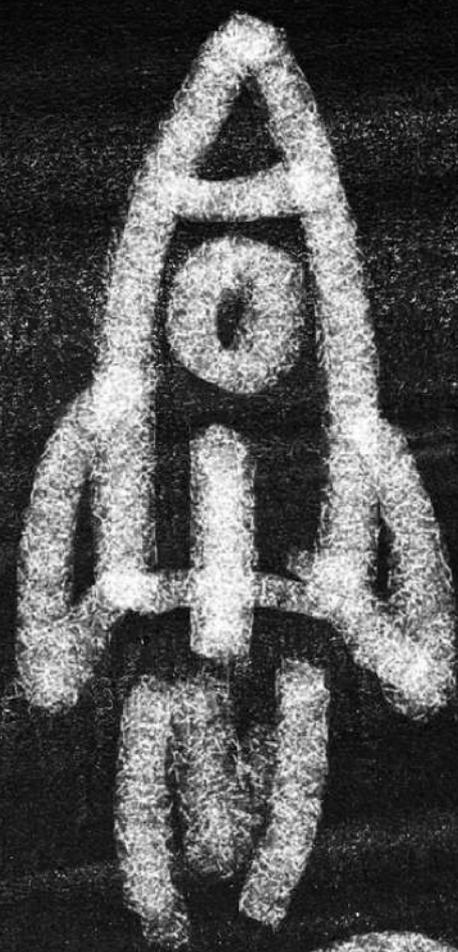
Web Design / Development

Web design is all about creating a beautiful and user-friendly experience for your website visitors. Web development ensures that your site runs smoothly and efficiently behind the scenes. If you're looking to create a professional website, you can find a freelancer or agency that will charge you anywhere from hundreds to thousands of dollars.

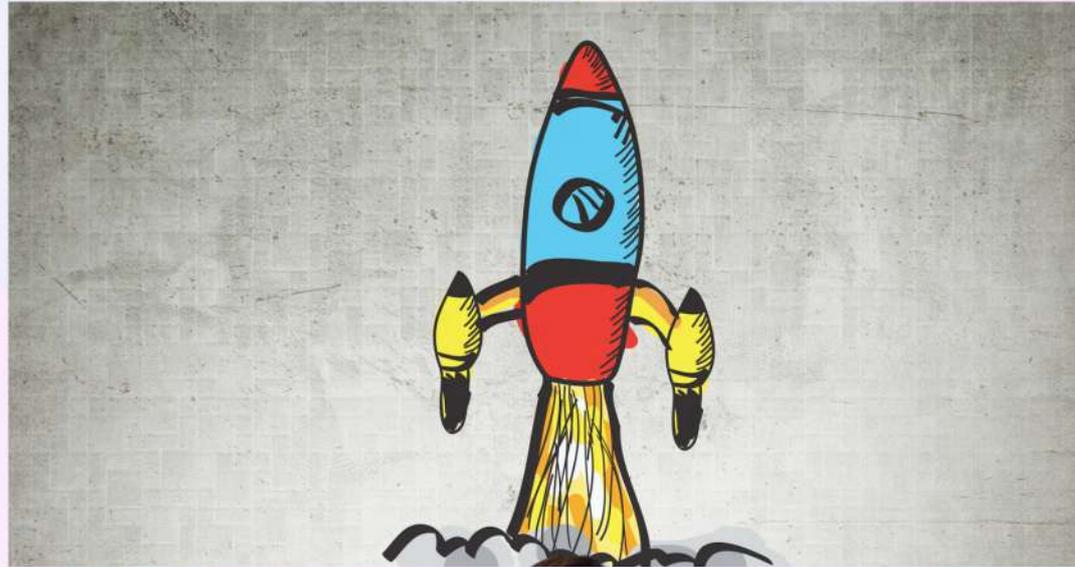
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**CHAPTER 5:
LAUNCH OF YOUR
WEBSITE**



LAUNCH A WEBSITE



How do I get a website? What should I do to launch a website?

There are a few things you need to do in order to get your website ready.

1. First, you need to buy a domain name. This is the address people will type in to find your site. You can buy one from a domain name registrar.
2. Once you have your domain name, you need to find a web hosting company. This is where your website's files will live. Once you've found a web host, you can set up your website using their tools.

3. Finally, you need to promote your website so people can find it. You can do this by optimizing your site for search engines, or by advertising it on social media or other websites.

Note: Having a professional or agency manage your web projects and digital marketing can save you time and money, and ensure you're making the best choices for your website success.

There are over 5.25 billion active internet users.

CONCLUSION

There is no doubt that having a strong online presence is critical to success in the modern business world. Your website is your calling card, and it needs to be able to stand out from the competition in order to attract attention and get results. Keep this in mind as you build your web presence, and make sure that your site is high-quality, user-friendly, and visually appealing. With a little effort, you can create an online presence that will help you achieve your business goals.

A strong online presence relies heavily on having an engaging social media presence. However, you cannot exclusively rely on social media to sell your products and services. One of the primary reasons is that social media platforms are third-party companies with their own policies and visions. They decide what content to allow on their platform, which can change at any time. This means you need to be constantly aware of their policy guidelines in order to avoid having your content removed or censored.

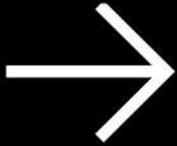
As a business owner or professional, you need to be in control of your own marketing and branding. Having a website gives you the autonomy to do this, rather than relying on a third-party platform like social media. With your website, you can establish your vision and brand identity, without having to conform to someone else's standards.



CONCLUSION

WORK WITH A TEAM YOU CAN RELY ON

We help companies of all size grow by providing quality digital solutions.



- Digital Marketing
- PPC Management
- Web Design
- App Design
- Digital Marketing
- Hosting



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