

The Benefits of Turnkey Websites for the New Small Business Owner

These days more and more downsized workers are turning to small businesses to reestablish themselves. But how to get the word out, how to successfully market that new business over the Internet when operating on a shoestring budget. Creating a turnkey website could provide the answer.

A turnkey site is a site that is created almost entirely through automation and requires minimal technical knowledge, time and expense to set up. For the new business owner, there is no need to purchase expensive software or employ a professional designer. A turnkey website is sold as a fully functional unit, complete with web hosting and prepared scripts for product images and descriptions, shopping carts, checkouts, and links to affiliated businesses. The business owner just has to provide specific product information, or turn the key, and the site practically builds itself.

There is plenty of freedom to customize a turnkey website. Each business has its own unique look and feel which, of course, the owner will want conveyed to potential customers. He or she can create or delete site tabs and pages as business needs change and, certainly, can update and perform basic maintenance at any time.

There are many turnkey website packages available, and it can be a daunting task to determine which is the best. When choosing, it would be wise to get a complete description and, if possible, an online demonstration of the functions a site will perform to confirm whether it will meet the needs of a particular business. It would also be important to confirm whether technical support, hosting services and domain name are included in the cost, and whether the provider will provide access to the site source file. It also would be prudent to research the provider to be sure that the one that is selected will not just take the money and run.

Of course, cost is an important factor. Turnkey website packages come in a wide price range. Typically web hosting and site design is provided in the initial cost but, depending on the particular needs of the business, it may be necessary to purchase additional spreadsheet and database software.

The site provider should give out software compatibility specifications with the package paperwork. Keep in mind that, in the case of no cost turnkey website setup, there could be hefty monthly hosting and merchant account charges.

[Turnkey websites](#) can be a great low cost way to introduce a business on the Internet. They can also be effective referral tools if merchants include reciprocal links to their businesses. The sky is the limit to the number of potential customers out there on the Web. And what better way to start out than through a low cost, user friendly method of introducing yourself on the Internet. Related Topics [How to make money on the internet](#) -- [Turnkey business](#) -- [Turnkey business](#) -- [Best affiliate stores](#) -- [Make extra money online](#) --

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