The Four Cs: Things to Consider When Considering a Business Website

Business and marketing experts alike agree that, if you have a business, you need a website. Having a website provides numerous benefits to a business including increasing market exposure, providing information to customers around the clock, providing a means of communication between you and your customers and limitless other possibilities. Creating a website for your business may seem like a daunting task but Walker Consulting Solutions can get your business online more easily than you may have thought. Here are some things to consider if you’re considering establishing your presence on the World Wide Web.
The Four Cs of Building a Website

If you’ve ever been diamond shopping, you may be familiar with another four Cs that are important to making your decision: Cut, Color, Clarity, and Carats. Much like a diamond, a website represents an investment and, perhaps, the beginning of a relationship. Thankfully, in most cases, investment in a website for your business, organization or personal interest is significantly less costly than a big, sparkling diamond and, hopefully, it marks the beginning of a long, prosperous relationship with your customers, clients, readers and other website visitors.

The four Cs I’m talking about are different than those for choosing a diamond but, when it comes to setting up your new website, they’re perhaps equally as important. The four Cs that you need to consider when setting up a website are Control, Complexity, Configuration and Cost. Keep reading to find out more about these important factors.

Control

The first “C” to consider when thinking about your new website is Control. This means the amount of control you want to have and the amount of involvement you want to have with the website.

The amount of control and involvement you have with the website can. Do you want the design and content to be created for you from your basic idea or have someone help you set up your domain name (such as www.example.com) and let you take over creation of the website? Do you want to have your website designed and built for you and then be “handed the keys” to maintain the website and make updates? Would you rather have an HTML based website or an easy to maintain Content Management System (CMS) based website? No matter what level of control and involvement you desire, Walker Consulting Solutions can help you get your new website up and running.

Complexity

The next “C” to consider is the complexity of your website. What do you hope to accomplish with your new piece of web real estate?

Your website can range from a simple, single “squeeze page” that give your location and contact information and a brief description of what you do to a full-blown website with hundreds of pages that describe your organization, your history, your products and services and whatever other ideas you wish to convey to your visitors.

Once the website is built, will it remain the same for the rest of eternity or will you want to change the content occasionally? Do you want to maintain and update the website on your own, or do you want the developers to update the website as needed? Do you want to edit raw HTML files, or log in to a CMS to update pages? Websites can be a one-time set-it-up-and-forget-about-it project or they can be continuously updated and changed as you see fit.

If you’re a restaurant, consider putting your menu and hours online. If you’re a manufacturer, maybe putting your product details and instructions online could save you hours on the phone with current potential customers. If you provide services, consider telling your visitors about your services and pricing structure.

The sky is the limit for the information you can get across with your website. Walker Consulting Solutions can help you make that a reality.

Configuration

The third “C” to consider relates to the Configuration of your website. A good amount of configuration goes into the creation of a new
website; much of it is behind the scenes and will seldom, if ever, be noticed by you or your website visitors but other factors will directly affect your traffic and other aspects of your website.

**Domain Name Configuration**  Your domain name is your address on the internet. The most common, and generally the best, type of domain name is a top level domain name (e.g. 

www.YourBusinessName.com). This reinforces your business or organization’s name and/or brand, is easy to remember and helps your website show up well in internet search results. Using a subdomain of an existing domain (e.g. 

http://YourBusinessName.example.com) can save a little money on the initial website startup costs, but usually not enough to make it worth giving up the benefits of a top level domain name.

**Hosting Configuration**  There are several models of internet hosting for websites.

One of the most affordable (and therefore most common) models is the shared hosting model. In this model, the files that make up your website reside on a web server that is shared with other websites. All of the websites on a particular server may share server resources such as storage devices, memory, processor time, etc. Walker Consulting Solutions offers multiple shared hosting options including providing you with your own shared hosting account or placing your website on one of our shared hosting servers, which provides you with the greatest value.

Another common hosting model is the Virtual Private Server, or VPS. VPS provides you with your own virtualized web server with guaranteed, dedicated resources and server configuration options.

The third hosting model is a private, or dedicated, web server. The idea is the same here as with the VPS model except that, rather than having a virtualized web server, you have your own physical web server dedicated to your website.

The debate between the benefits of each hosting model versus the others could, and indeed has, filled numerous other white papers and such reviews and information are readily available online. We are of the opinion that shared hosting is a good fit for around 95% of websites although, for some businesses, VPS may make more sense. Cases are relatively rare in which a business would actually require a dedicated web server for their website. Walker Consulting Solutions can help you decide between the various models of web hosting and get started right away.

**Cost**

Now for what everyone has been waiting for: The final C to consider when planning a new website is Cost.

As you may imagine, the cost variable in this equation is greatly affected by the combination of the other factors outlined above. Startup costs for a website can include purchasing and registering your domain name, purchasing and/or setting up your web hosting service plan, actual development costs of designing and creating your website as well as the time invested by you and/or the developers in maintaining and updating the website in the long run. The majority of these costs come at the outset of the website creation and don’t require any additional actions or payments on the part of the website owner (depending, of course, on the duration of the domain registration and hosting service plan). Website development plans from Walker Consulting Solutions do not have any monthly fees associated with them like other web development services often do.

**Confused?**

No, don’t worry; I’m not trying to slip an extra fifth C into the mix. Don’t worry if you’re confused, either. The above information may be a
lot to process if you are unfamiliar with the website development process or some of the terms involved. If you have any questions about the above information and the options available to you if you’re considering a website for you business, organization or for yourself, or if you’re ready to get started today, please feel free to contact Walker Consulting Solutions by emailing web@walkerconsulting.net. No matter what options you choose for your four Cs, we’re sure to have the solution that will meet your needs.

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