



## **Web Company Learns Trick from Cellphone Companies**

*Stuff Done, a Florida web developer is following the lead set by ink jet printer manufacturers and cell phone companies in offering web services. Offers free website design in exchange for nominal hosting fee.*

Interlachen, DC, May 16, 2008 --(PR.com)-- Struggling in a faltering economy to find new customers is a hard battle. While small companies fight the odds to get new business, they may understand that money spent to promote themselves provides returns beyond the costs, many simply do not have the capital necessary to expand their marketing.

Statistics show that around 70% of Internet users find local products and services online, making Google the accepted replacement for many people's phone directory. Many don't even know where their phone book is.

When considering the successful marketing of cell phone services and ink jet printers, the common idea is to practically give the phones and printers away free, or very cheap. The real revenue is not in selling these items, it is selling the follow on products and services which generates wealth. If you have a cell phone it is useless unless you subscribe to a service. If you have a printer, it will require ink to remain useful. These both generate repeat sales.

Taking a hint, Stuff Done, decided to give away basic web sites in exchange for the monthly hosting revenue. A separate web site delivers this service, [www.YouOnLineFree.com](http://www.YouOnLineFree.com).

Included in the deal is a domain name chosen by the customer, a one page site with a few graphics, a response form, POP email, webmail, traffic reports, submission to major search engines, phone support and more.

There is no contract and the nominal hosting fee of only \$12.95 is the only cost and can be terminated at any time. After one year the domain name is theirs to keep and transfer if the customer wishes to do so. PayPal is used as the payment medium as it simplifies the monthly recurring billing for the company and helps keep the over all costs to a minimum. This calculates to a daily cost of only 43 cents. You can't buy coffee for that anymore.

The advantage of this service is that it gives a small or SOHO business a starter website. These sites can always be upgraded later if a customer needs more pages or a shopping cart or other more advanced feature.

By offering a very economical package, Stuff Done, in operation since 1995, opens the door to the Internet for those reluctant to invest in a more complex and expensive web site. For some this may be all they need. For those who need more, the company is a full service web design and hosting company providing everything from soup to nuts when it comes to selling your business on line.



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