

**“A website must be fun  
and not a source of annoyance. ”**



### Start a free website or a professional?

Are you considering starting a new website? Nice! So exciting! And did you see that nice bid for a free website? Ah, save your time & and take a step back to read more about the disadvantages of this. You already know what you want to do with your website so why not choose the most important, the required system, well and deliberately. Is a professional website really so expensive and is the financial saving worth all that misery?

### Professional or hobby?

What do you want to do with your website? Do you want a professional website, shop or blog and grow or do you just want to write great articles for people you know? For example, think of a blog or website for your hobby, your world trip, wedding day or everything about your own garden and pets.

Then a free website is sometimes a fine solution. It's free, and you accept the downsides.

### Take your time!

For all other websites, blogs and web stores I advise to look a little bit further and take some time for thinking about the choice you make. Do you have a professional objective? Is your website and your idea worth more than the costs for a professional hosting? You still have doubts? Then take a step back and read this article, especially if you doubt whether or not to spend money on it.

### In this article

- . What will it cost if you go straight for a professional paid option and what does this mean?
- . What are the disadvantages if you go for a free website?
- . And more....

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### Take your Time!

*Free and cheap is also sometimes expensive in the end, especially if you want to create something professional. And it is a waste of your time and effort if you have to rebuild your website a 2nd time because you made the wrong choice the first time. So take a step back, take your time. That website will be build. Just by thinking about it now you may save a lot of time and annoyance.*

### The differences between the options

#### A free platform for building your website

You can easily get and create a free website on the internet. These are usually commercial companies who can make this possible by placing advertising on your website pages and / or by offering other components just as a paid option.

A major disadvantage here is that it is free and you cannot demand anything regarding the quality of all that is offered like individual services such as support problems, the options of your system or the speed, etc.

*Examples of free website providers:*

123.com - Basekit.com - Jimdo.com  
Jouwweb.nl - SimpleSite.com - Sitebuilder.com  
Sitew.com - Squarespace.com  
Weebly.com - Wix.com - wordpress.com

#### Wordpress.com is also a free platform!

The mistake that is sometimes made is that users of Wordpress.com think they have a fully professional website because it is Wordpress. However, Wordpress.com is a free blogsystem and there is also Wordpress.org. With the latter there is the open source software as a download. So you can you install Wordpress yourself or through your hosting provider with all possibilities and functionality.

#### A professional website platform

However, do you also want to grow and in the end do you want to be a real business? Then maybe it is wiser to look for a more professional way to create and build your website. A good way to start is looking at the several CMS systems as to open source software such as Wordpress with enormous freedom in design and functionality. And you can move the content of such a system (your website) to almost all professional hosting providers.

With the hosting provider you choose a package consisting of your own domain name, your own e-mail addresses and you choose which open source CMS (for example Wordpress) you want to install. This is of course much more flexible, faster and more professional. Hosting your own open source software does bring a cost with it but the costs for this will be surprisingly low! More about this later.

#### Open source (CMS) software

There have been three Open Source Systems for a number of years very popular with building of professional websites, blogs and web stores. These are Joomla, Drupal and of course Wordpress.org. In addition there are also systems such as Magento and Prestashop specifically for web store concepts. But what are the differences and which is best for you company?

#### Which system is used the most?

Very briefly and roughly counted, about 75% of the websites currently online based are on Wordpress.org. This is due to the high user convenience and do-it-yourself options. The other systems are mainly used by big professionals and complex organizations. Joomla is an intermediate form here and Drupal offers the strongest platform and options at high level.

### How does Wordpress works professionally?

Wordpress professional is the software that you can download from Wordpress.org for your own use. The basis is a huge number of people working on the software because it is open source. This means that new themes and many new plug-ins (functions) are added every day. The professional place where you apply for your domain name and hosting (a hosting provider) will often put it ready for you immediately so that you can install and start it with a single click.

Then you need to enter some basic settings such as the name of the website and after that you can start choosing a ready-made look via a theme installation. After this you can set up your website with various functions and publish unlimited pages and messages.

### More disadvantages of free websites

#### Your domain name and name

With a free website you usually don't have your own .uk domain name but a subdomain name and so you don't have an email address on your own domain name. If you did get an e-mail address this will be an address under your subdomain name like: george@yourwebsitename.lafermettecreative.uk.

#### Restriction in functionality and design

With almost all providers of free websites there is a limitation in the possibilities in terms of theme and formatting freedom or technique, such as:

- . Limited choice in design. Usually you can choose from a handful of free themes, of which half of the options are closed, until you pay.
- . Limited number of functions / possibilities
- . Limited statistics
- . You cannot use additional software, such as Google Analytics.

**"Do you need a paid version?"**

#### Turns out you need a paid version after all!

At first everything seems to be going reasonably well but as you go deeper into building your website, you notice that things are not possible, difficult or even disturbing, such as advertisements on your website, blog or webshop. Then you need a paid version after all and the financial ticker starts to count. And it's possible that you'll run into new problems in the paid version as well, where another new invoice will be sent to you for installing additional options and functions.

#### Other points of restriction are:

- . too little disk space
- . limitation in number of pages
- . no, too little, or bad support
- . the website is slow or becomes slower as it is visited more often.
- . you cannot move your website to another party for work you are sometimes stuck with 1 party, the provider..

#### Search engines like Google

In most free website concepts you have no or very limited search engine optimization options. It is important that you attract relevant visitors and can get them to take action. So it is important that you are included in search engines such as Google.

It is more difficult to rank high with a free website and it is therefore more difficult to get a good position in the search engine list. Do you have many competitors in your area? Then it is useful to at least set up something that is better or equivalent and also offers opportunities to apply SEO (search engine optimization).

### The costs

If, after building a free website, you find out that you still need a more professional platform, you have two options: exchange your free package for a paid version or option 2 is to choose for a professional approach. You realize that you have to build the website for the second time.

Choosing the paid version of the supplier of the existing free version will usually lead to a loss of 5 to 9 euros per month in the beginning. As your needs and wishes expand, the amount will grow to over 10 euros per month with sometimes absurd outliers. Usually you still can't move the website if you decide to choose the other form from a different supplier.

### **The costs for a professional environment are therefore very low**

The costs for a professional solution are not that bad! Suppose you pay between 5 and 8 euros for your domain name registration per year and 5 euros per month for the hosting of your website and your e-mail addresses? And count only the VAT on top of that. Then you'll have lost all of the mentioned disadvantages and you can start working with an almost unlimited amount of possibilities in design and functions.

### **But which provider to choose?**

There are many professional providers who can host your website and email. Some providers are: Bluehost, GoDaddy, Hostnet, one.com, Siteground, SoHosted, Transip, Yourhosting.

### **How to choose?**

When you choose a hosting provider you will find yourself in a forest of information and options. So use comparison sites to compare the different providers in all their options and of course the price.

### **Do research on your own project**

It's instructive to do a little research to your specific situation, requirements and wishes. Ask yourself the following questions and then find out which provider meets your criteria and is suitable.

- . What are you going to do with the website and which type website do you need?
- . How big and/or complex will your website be?
- . Who is going to do the construction and what is his or her knowledge level?
- . Who is going to manage the website and what is his or her knowledge level?
- . How many e-mail addresses do you need?
- . Look at differences in options for data traffic limit and storage capacity
- . Is an SSL certificate possible?
- . Do you think you need future support in the form of a phone helpdesk?
- . Which CMS systems are suitable?
- . Which provider can the chosen system?
- . Can you move your domain name and / or website to them or move it away from them to a new provider?
- . What are the reviews from customers about this provider?
- . At what price and where to get the most out of it given the options offered?

# La Fermette Creative

From logo, corporate identity and printed matter to website or web store

## Why you should not take a free website

"From logo, corporate identity and printed matter to website or web store"



### About La Fermette Creative

Translated from logo to corporate identity into printed matter and/or an online visual business presentation such as a website, web shop or online campaign.

La Fermette Creative provides a creative total concept for every online or offline project.



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### About Wil Schmitz

*From logo, corporate identity and printed matter to website or web store*

With over 15 years of experience in digital creativity, Based on your instructions I take care of your design, the functionality and the construction of your business website and/or web shop. In addition, I also offer support when it comes to creating, placing and managing your content and/or designing your logo / corporate identity and creating your printed matter.

### You want more info?

Simply contact me if you have a question or suggestion or for a free advice or quote. In case of advice or a quotation, I will of course first contact you to go through the question or request together step by step and to be able to clearly define your project. In addition to the quotation, you will receive a brochure with additional information and a list of all the possibilities.

