

Turnkey Websites Provide Internet Presence on a Limited Budget

Many people are adapting to the economic challenges of today by establishing small businesses. However, successfully creating an Internet presence with limited startup funds can be a challenge. Creating a turnkey website could provide the answer.

For the uninitiated, a turnkey website is a low cost, easy to create site that the business owner can set up him or herself using a preestablished template. 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 capability for individual expression when creating a site. 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.

Thorough preliminary research is important when looking to purchase a turnkey website package. It would be optimal to be able to review a comprehensive description and online demonstration of the site capabilities. Of equal importance is confirmation whether the investment includes technical support, hosting services and domain name and whether site source access will be provided. 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. There are low and no cost turnkey website options available. 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. Of course, there are hosting and merchant account charges that may be hefty if the initial startup is free of cost.

A good turnkey website can be worth its weight in gold if it brings customers to the proverbial door. They can also be effective referral tools if merchants include reciprocal links to their businesses. The amount of potential customers that could be reached through the Internet is astounding. A turnkey website could be the start of something big. More related information [Affiliate websites](#) [Internet business opportunity](#)

About the Author

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