

Free Web Host Companies

“Why pay for a website at all when I can get a free site on the web right now?”

The answer is in a number of parts and it starts with the concept of a free web host company.

1. The only way a free web host company can make any money is by selling commercial advertising space or some other kind of service on the web. The amount of money collected is a function of how many visitors look at the website and thus actually see a promoted service or advertisement. In other words when one logs on to the website, a hidden counter or database records the entry. In the industry, this is known as a “hit” and the web host collects a few cents or fractions of cents for each hit.

The question then becomes “How does the website owner maximize the hits?” or better, “How does he get people to come to his website?” Offering a free service like web space is one way of doing just that. If you use his services then your problem becomes one of expecting sales promotions or advertisements like banners to be displayed on your website. The bottom line is to expect somebody else’s promotions or advertising on your commercial website. Even worse, you will have no control over the advertising content.

The next question is “Is there anything missing on a free host website?” and the answer is a resounding “Yes!”

1. The first most important missing item is your own unique domain name because the free site domain name must be included in the overall domain name. Your domain name therefore becomes a sub-domain name.

This breaks the marketing rule re the shortness of the domain name and the concept of making your name easy to remember. (Like Amazon.com) It also blurs your corporate identity and shows the world that your company really cannot afford to be on the web. Considering the cost of web hosting is literally pennies per day, a free website is one stigma that you really don’t need.

2. The second important answer is that you and your employees do not have common e-mail addresses that are unique to your company’s domain name. We are not talking Hotmail addresses or the like here but rather proper corporate e-mail addresses such as Peter@Stewart-Hay.com. This places a professional and unified corporate identity in front of your customers.

In our opinion, commercial web sites have no business or future on a free web host site.