

# Pier-Pointer

## *Tips and Pointers*

### A Web Site is Inexpensive and Almost Risk Free

Of all the benefits of having a website for your business or organization, the greatest is the cost. The days of Internet exposure being expensive are behind us and you can now have a very respectable presence on line for very little money. Not long ago this would have been very costly and out of reach for the average small business owner. However, while every other advertising medium has increased in price over the past decade, website development and hosting has decreased significantly. For just a few dollars a year, you can get all the benefits of website exposure. There is virtually “no risk” in website marketing. You don’t have to spend thousands of dollars and wonder if you should have bought a bigger ad (an ad that can’t be changed easily). You can customize your website and easily make changes at your convenience. You can do as much or as little as your goals demand.

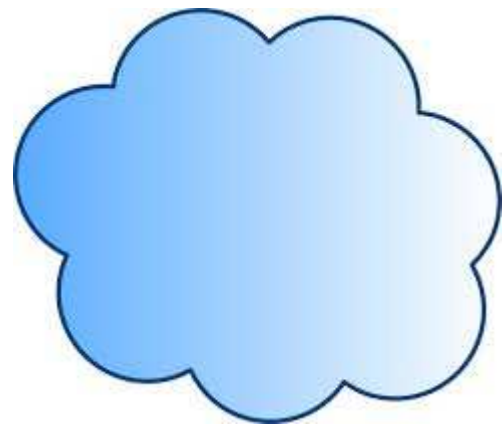


**TIP:** Change your Home page frequently and feature what is currently your best seller. All your Advertising, Business Cards, Invoices etc., should drive your customers to your Website for [‘More Information’](#)..

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#### Accessing your Control Panel..

To visit your website Control Panel, bring up your home page url ([www.mysite.net](http://www.mysite.net)) and put ‘/cpanel’ right behind it ([www.mysite.net/cpanel](http://www.mysite.net/cpanel)) . You will then have to put in your Hosting username and password to proceed. You will be sitting at the main control panel for your Hosting account where you can create email addresses, do back-ups, explore Softaculous software, etc. It’s a good idea to be aware of this cPanel since much of your website is controlled from here..



#### Cloud Storage on the cheap..

Cloud File Storage is getting to be the ‘Best’ way to safely backup important files offsite. Two FREE Cloud Storage sites that are readily available and highly customizable are **Google Drive** and **Microsoft OneDrive**. You can search either one of these two services and download their software for free. The amount of time you spend learning their system will be offset by the convenience of being able to reach your files from ‘anywhere’ as well as a **secure** backup site....