

What type of website should I use?

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There are different kinds of website and it is important to use the one that best meets your needs.

Static websites are the best option when flexibility, look, and traffic generation through the search engines are a priority. They use text, photos, animations, audio/video, and navigation menus to provide company information, details about products and services, contact information, FAQs, etc. Static websites are very popular with small business owners because they look professional, allow them to reach new customers, and are very low maintenance. Alco Web Design specializes in static website design for small business owners. Please visit our website at www.alcowebdesign.com or contact us at staff@alcowebdesign.com for more details.

Shopping cart websites are used to easily sell goods and services online. Items for sale as well as web pages are usually created through configuration menus. Because shopping cart websites are not fully programmable, their overall look and performance with the search engines is usually not optimal. Shopping cart websites are very popular with hands-on computer literate business owners that want to actively manage their online offerings. One of the most popular shopping cart website is [BigCommerce](#). Please contact us at staff@alcowebdesign.com if you need help with your initial setup.

Membership websites are used by associations, nonprofits, and clubs that want to easily communicate with their members. They typically support multiple levels of membership and viewing privileges, automated blast email tools, membership fees management tools, calendar and event creation tools, and web pages are usually created through configuration menus. Because membership websites are not fully programmable, their overall look and performance with the search engines are slightly compromised. Membership websites are very popular with organizations that want to simplify the communication with their members and reduce their administrative support costs. One of the most popular membership website is [Wild Apricot](#). Please contact us at staff@alcowebdesign.com if you need help with your initial setup.

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