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Having web space assumes two things: that you have something worth having a web site for and, that you are reasonably skilled at creating an effective site.

I meet neither of these requirements therefore my 50 Mbt or so of free hosting goes unused. Like thousands, or dare I say millions, who wants to visit your average Joe Blogs's website? This is akin to being invited to look at the holiday snaps. Yawn!

Whereas, if I had a small business, how would I make my website stand out or , indeed, be listed by Google? Many SME or sole trader web sites never seem to get beyond "Site under Construction". And who can blame them when the professional website designers can leave them for dead.

Too many website authoring guides aim for the snazzy (flash, pop-ups etc.) but ignore the simple basics. More needs to be done to make web authoring simpler and effective, without the need for extensive knowledge of HTML and all its pomps.

I feel that I am at the equivalent of ASCII typing up against MS Word 2002.

How about you?