

13 REASONS WHY YOU NEED A WEBSITE

- 1. Your competitors are probably already on the Web** attracting potential customers. Even as you read this someone is searching the Web looking for a business like yours.
- 2. More and more people are using the Internet to purchase products and services** and as a means of gathering initial information about products and services. Customers are relaxed because they can read and research at their own leisure. Your customers may visit a number of sites before deciding to buy. If you have no web site, you have no chance.
- 3. Your web site will promote your business 24 hours a day, 7 days a week.** Even when you're sleeping your web site can be working for you.
- 4. Your customers can buy your products and pay for them from their home.** It can cost 8 times more to sell a product from a shop than from the Internet. Selling online is one of the most cost efficient ways to do business.
- 5. Your web site is more advertisement for less money.** You can have lots of information about your company and your products or services in much more detail than you'd ever be able to pay for in more traditional media.
- 6. You can change the information on your website whenever you want.** Prices or products/services have changed, and your info is out of date. With print or other media, you must produce new accurate material. With a website, you have maintenance done whenever you need for a comparatively small cost.
- 7. Your website can reach potential customers locally, nationally or worldwide** - at no extra cost to you.
- 8. Your website can save you a lot of money.** Printing of forms or information can be done by your customers from a printable document on your website.
- 9. Your web site can convey a professional image,** no matter how many employees you have. you can present yourself as professionally as a large company. You can establish credibility by putting useful information on your website, or making files available to download.
- 10. Your web site can help you give improved customer service** by providing information visitors can access. For example there can be a list of 'frequently asked questions' about your service or product. This is an area that is often overlooked by web site owners. You can put up a FAQ page (frequently asked questions) on your web site that will save you time and money.
- 11. Keep an email list of your customers and visitors to your site.** You can use this list to send out sales, current info, new products, or anything you need to communicate.
- 12. Use your web site to provide information to company employees.** This can be done confidentially by having a password protected area on your site.
- 13. Your website can keep a track of how many people visit,** which lets you know your effectiveness. With most advertising you will never know how many people you reach.