

# Some of the many advantages of having a website:

*A website provides many additional opportunities to market your business and increase your client base. Without one, you're not doing all you can to promote your business. Brochures, tele-marketing, networking and local advertising just aren't enough.*

## **Reach a larger market:**

Every day more and more people are utilizing the internet to help them find products and services. Having a website exposes your business to this rapidly growing market.

## **Offer more information about your products and services:**

Researching products and services on the web is a common technique used by potential clients. A website affords you the ability to list many products and explain your services in great detail. Providing additional information about your products and services will help to bring in more customers.

## **Stay "open" longer:**

A website designed to sell your product or service is "out there" working for you 24 hours a day, seven days a week. People around the corner, or around the world, can access your site, read your information and contact you anytime of day by simply sending you an email.

## **Improve customer service:**

Your website allows you to be available to your current clients 24 hours a day. You can provide answers to commonly asked questions, provide links to manufacturer websites, provide technical support information and a host of other customer friendly services. This

will save you and your customers time while providing the service they expect. Your customers can also send referrals to your site.

## **Compete on an even playing field:**

Whether you employ 2, 22, or 2200 people, the internet offers you the ability to compete on an "even playing field". A professionally designed website will make you a top contender for your share of this ever increasing market.

## **Provide current information:**

Buyers want what's hot now. A website affords you the ability to change content on a timely and relatively inexpensive basis. Simply provide your web designer with the new content and they will update your site. Again, both you and the customer benefit.

## **Be creative:**

Your website can include many more eye-catching graphics and text than a business card, yellow page ad, or brochure. You can even add sound! Use your website to promote special events or advertise special offerings.

## **If you don't have a website:**

- Potential customers are going to your competition
- Current clients are wondering why you don't have a website and may perceive you as "out-of-touch"
- You're not taking advantage of a still growing market
- You're not doing all you can to promote your business