



TOP 5 REASONS WHY YOUR SMALL BUSINESS NEEDS A CUSTOM WEBSITE

Today, in North America, almost 70% of households have access to the Internet. It has evolved to the point where the Internet has become an integral element in the way business is conducted, and is shaping the way business will be conducted in the future. Most consumers these days research a product or service on the Internet before making their purchase. So, in this day and age, it could cost you not to have a website. Listed below are 5 reasons why you should employ an experienced web designer to construct a custom website for your small business.

Credibility & Identity Building

Like it or not, your potential customers are going to judge the quality of your products and/or services based on presentation and image. Therefore, an aesthetically pleasing web site will give you and your company more credibility in the eyes of you customers or clients.

Lower Your Expenses

Why spend thousands of dollars on static traditional media such as brochures? If there was ever a change in your business, such as an expansion or additional products/services, it would require printing all new corporate brochures. A web site is dynamic and can be changed or updated in a very cost effective manner. Best of all, your clients can access this information from anywhere in the world, without the delay of snail-mail. A properly constructed web site can also reduce the time that you and your employees spend answering redundant customer questions.

Complement Your Existing Marketing Efforts

Most people think of a web site as advertising. Unfortunately, they would be wrong - A web site is a medium which complements and enhances your existing marketing efforts. Your potential customers or clients can easily gain access to information that isn't suitable to include in other traditional advertising mediums. In less than a decade, a web site will be just as common as having a listing in the Yellow Pages. What would your potential customers or clients think of your business if you didn't have a web site?

Customer Service

A web site allows potential customers or clients to get to know more about your company, increasing the personal side of doing business. Your business will be open 24hrs per day, 365 days per year, and if someone has a question concerning your product or service, an answer is only an e-mail away. Some people may feel uncomfortable on the phone or in your office / store, and, to these people, e-mail is their preferred method of communication.

Get a Jump on the Competition

A professionally designed web site will make your business appear larger than it actually is, and therefore challenge larger competitors. When it comes to getting listed in the search engines (Google, Yahoo, MSN, etc.), the longer your web site has been active, the higher ranking you will receive, and therefore more traffic will be directed to your web site. It is for this reason that you can't afford delay this important decision any longer.

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