



LOCAL BUSINESSES AND WEB SITES

It seems that most successful businesses these days have web sites, even businesses that service only certain geographic areas. On the web, where the market place is global, localized businesses can be at a great disadvantage.

A Local Business Web Site Example

Lets use the example of a car cleaning businesses. The business only cleans cars in a specific city, yet wants to use their web site to create more business. Time and money is invested in marketing the site in the search engines, paying particular attention to marketing the site for the specific geographic region the service provider covers. Nonetheless, many visitors from around the globe are likely to stumble across the site if it is well marketed.

Offer Non-Geographic Specific Products and Services

If a local business does not offer some sort of product or service that is available to the global market, than these web visits are wasted. The solution is simple. Local businesses that expend effort marketing their web site should also consider offering additional products or services that can be purchased by the global market.

Product Options

Options for our example - a car cleaning service - could include T-shirts, hats, cleaning cloths, wax and/or soap. Even just T-shirts could be an additional source of revenue, whereas the seller benefits not just from the direct sale, but the advertising the wearer of the shirt will provide.

Drop Shipping Makes Offering Products Easy

To the busy business owner, offering additional products for the sake of web sales may seem like an extra burden rather than a hidden source of revenue. Yet adding products to your web site can be very easy. By using a drop-shipper, inventory is not required. Services such as Café Press allow products to be made as they are ordered.

Affiliate Systems

Also, if the site owner does not wish to deal with inventory and stocking products, affiliate systems can be used for revenue. Affiliate systems allow site owners to signup for revenue sharing programs with other companies. An affiliate program allows site owners to offer the products or services of other companies while getting a commission on sales generated from the site owner's site.

In short, if you run a business that operates on a local basis only, and also maintain a web site, it may be well worth your while to expand to the global market by adding products or services that can be sold around the world.

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