

## Top 5 reasons to have a Web Site

### 1. YOUR COMPETITION PROBABLY HAS A WEBSITE!!!!

If you don't have a Web site, you're losing business to other businesses that do.

### 2. Websites allow you to present a powerful image of your business

A website can give the best possible and most complete image of your business to that potential customer. You can put as much information onto your website as you want.

And you can keep your information current. Web site's can be updated with information in as little as 15 minutes. The cost is negligible compared to the cost of redesigning and reprinting .

### 3. Customers and potential customers are already searching the Web for your website.

Even as you read this there will be someone on the Web looking for a business like yours. 70% of Internet users go online to find local area information rather than using a local directory or phone book. The web is more comprehensive, cheaper and faster than Directory Enquiries, and Yellow Pages.

### 4. Your website is more important than your business card.

The most used item on your business card today is your website address. More important than your business card itself your website will be the first place a client goes to investigate your company once you give them a card.

And if they love your work, having a website makes it easy to encourage referrals, because customers can simply send friends and business contacts to your site.

### 5. A website is always there, and 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.

A website provides details and images of the products and services you offer and allows people to learn more about your business at their convenience. Your contact details are permanently available to anyone with Internet access.

One of the great things about the Internet is that it has levelled the playing field when it comes to competing with the big boys. With a well-designed site your operation can project the image and professionalism of a much larger company.

### And the only reason NOT to have a Website...

No website at all is better than having one that makes your business look bad. Your site IS your business. It either says, "We take our business so seriously that we have created this wonderful site for our customers!" or it screams, "Hey, look, I let my 10-year-old nephew design my site. Good luck finding anything!"