

Top reasons why you need a website:

1) Provide customer support 24/7.

Provide personalized support for your customers with answers to common questions; assistance on specific products or services, provide a variety of ways in which you can be contacted. Do all this 24/7 without answering a phone or hiring additional staff.

2) Be open 24/7.

This is a big plus. With e-mail and contact forms, people can contact you anytime it is convenient for them. You then respond when it's convenient for you. With a website, potential customers can find out about your products and services 24 hours a day, 7 days a week. With your web address available on your business cards, letterhead, answering machine, and even company vehicles, people can visit your company at their convenience. Furthermore, this allows visitors to review your products without interference.

3) Get important feedback.

Adding a short survey to your site will allow the collection of customer information.

4) Update and change products and services.

If you have catalogs, brochures, or sales collateral you know how difficult and expensive it is to make changes. With a website changes can be made quickly and easily.

5) Keep customers informed.

Your website can contain all the necessary information your current or future customers may need to make a sales decision. You can also provide pertinent information that may be forgotten or that takes too long to explain in a telephone conversation.

6) Advertise specials

Providing sales and special incentives can bring customers back to your site while being more productive than a phone call, fax, or other means of communication. Additionally, such specials can attract new customers. You can also send out emails to customers quickly and easily.

7) Reach outside local Yellow Page area.

The internet is used on a regular basis by hundreds of millions of people daily. Through your website you can reach these potential customers whether they are local or in another country--or most importantly, just outside of your local Yellow Page area. Many customers shop from work and that means they may not see you in that particular Yellow Pages book...but they will be able to find you on the internet. Additionally, most younger buyers have grown up searching for products on the internet instead of in the Yellow Pages. Many new users come from countries around the world and they want to buy products. Due to this reach, the internet is by far the most productive and cost-effective advertising media around. The information you provide on your website is instantly available to every person with a computer.

8) Reduce advertising costs.

After the initial design of a website, the cost of advertising is very, very cost-effective. This may allow you to reduce or discontinue more expensive Yellow Page, coupon, and other types of advertising. Good websites also tend to bring back customers and develop brand loyalty. In short, there are many different ways that your website can save money.

9) Establish important internet presence.

People today expect businesses to be on the Internet and often distrust one that it not. Basically, an ongoing business can no longer ignore the importance of having an internet presence. Even if you are not looking to sell products on the internet or drive customers to your business, the internet still provides the prestige and positive image that many now expect of a business.

10) Track and respond to potential customers.

Get contact information of potential customers who have visited your website.