

# 23 Reasons Why Your Business Needs a Website

provided by Pearhouse Productions, member MVPList.com

**1.** On any given day, nearly 60 million Internet visitors use Search Engines, to look for services and information related business. The number of searches made in a single day is approximately 515,000,000, so it's important to have a website for getting more business leads.

**2.** Many small businesses do not realize the benefits an effective website can have for their company. Now more than ever, people are searching for what they want on the Internet. More than 65% of adults use Internet Search Engines for shopping, so the Internet is the best place to sell your goods and services.

**3.** E-Commerce in the United States totaled more than \$140 billion last year.

**4.** (I Can Do it Myself.) Sure you can! But why? You have a business to run. You have all the daily responsibilities that go with it: dealing with clients, customers, employees, suppliers and many others. Do you really have the time to devote to website design and, most importantly, keeping that site maintained and up to date? Concentrate on growing your business; let a web designer concentrate on making your site work for you.

**5.** A website is an extremely valuable tool that boosts your existing marketing, sales, recruitment and communications efforts. In fact, if your business is not online—or your existing site is unprofessional or ineffective—then you're losing sales opportunities. A good website will help you reach and retain customers.

**6.** A web presence provides information and ideas to your customers, making them aware of your company or letting them purchase your products. Also, a Frequently Asked Questions page allows you to give free advice to potential customers.

**7.** You can also use your website to effectively gather feedback regarding your products and services. By doing so, you can learn to improve your products and services to increase your overall customer base. Gathering feedback will also make you aware of what your customers expect from your business.

**8.** By having a website, your customers know that your company is progressive and willing to embrace new technology. These days, a website is necessary to effectively promote and advertise your company.

**9.** If your competition has a website, you're already one step behind and not gaining the business you could be. This is a real danger in modern day's business.

**10.** A "Contact Us" form allows customers to reach you at their convenience. Not all customers can communicate with you during regular business hours, so your website allows access to you 24/7. By using this contact form, they can request information, services, proposals or set up an appointment.

**11.** Having a website allows potential customers to find your business. These potential clients can search product catalogues or contact you about your services.

**12.** If you're selling products, an online shopping cart allows your customers to view and purchase your products when it's convenient for them, increasing your sales opportunities.

**13.** If a customer or potential customer is looking to purchase products or your services, they will more than likely read everything you have on your website. By offering pictures of your products or services, you're giving them the most information you can, and they will appreciate it. Photographs show your customers that your business is established and willing to offer their best work to your potential customers.

**14.** A web site allows customers to find you 24 hours a day, 7 days a week.

**15.** Maybe your product can't logically be sold online, but you do want people to know that you HAVE a product. Many businesses provide information about the products they are selling from a physical store.

**16.** Even if you might not be selling online, you can create additional sales. Many people prefer to walk into a physical store to purchase items. If you provide information online about your products—and directions to your store, hours and phone numbers—you could increase the foot traffic.

**17.** Maybe you're not out to make money, but you are passionate about an idea, a hobby or even a political opinion. You can share this with millions of people.

**18.** Do you have information to share? You can certainly sell that information. Whether you provide an electronic copy or provide access to a "members only" section of your web site, information can be a valuable commodity.

**19.** You can provide electronic samples of your product.

**20.** Who are you? You can provide information about your organization, your goals, your history—anything that a prospective customer would like to know about your company.

**Through this highly affordable media, your website offers your services to the world. Statistics show that the Internet is an excellent way to market your business and sell your products and services. More and more customers are logging on, making purchases, buying services and researching choices and information through the Internet. Why should you limit your business to your immediate locale when the whole world is a keystroke away? You also gain major credibility by having an Internet presence; effectively, you can look like one of the big companies—all without wasting your money.**

**21.** Already made the sale? You can provide support to existing customers, such as electronic (PDF) copies of your manuals. Are you constantly answering the same questions over and over? A Frequently Asked Questions (FAQ) page can almost eliminate those time consuming phone calls.

**22.** There is nothing wrong is simply wanting a web presence. Create a catchy domain name, put it on your business cards and all of your advertising. Set up a small site that provides contact information and see what happens. If your name is catchy enough, and people see it enough, when they need your service, they will go to your site. This is commonly referred to as a "Business Card Web Site." It works the same as handing out your card to everyone you meet.

**23.** Simple. You're in business to make money—and to make it, you can't waste it. A website is the world's most effective use of money to purchase media in order to market to the masses. The Internet functions 24 hours a day, 7 days a week with no labor costs to you and has the most inexpensive and widespread marketing capabilities ever seen...period!



GRAPHIC DESIGN · EDITING  
WEB SITES · WEB HOSTING

**To discuss your web needs,  
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