

# THE TOP TEN REASONS WHY EVERY BUSINESS MUST HAVE A WEBSITE



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## THE TOP TEN REASONS FOR ACTION NOW - AND WHY THEY'RE THE TOP TEN

Before we examine the top 10 reasons why you need an effective website, let's start by looking at the most common excuses people give for not having a website. Excuses like "*My business is very small*" or "*I have only myself and another employee*" and "*I don't have any products or services that I can sell online*". What they are really asking is the question most people who don't have a website ask - *Does my business require a website?*

The answer is yes. You do need a website. Period. No doubt about it. Big companies required big websites that they pay anywhere from tens of thousands to hundreds of thousands of pounds for. On the other hand, small businesses require a small website that won't cost the earth. But every business **MUST** have a website. It's not a luxury item; it is a necessity for all business of all sizes.

Online revenues have reached over £300 billion pounds. Millions of shoppers are now online purchasing everything from books to computers to medicine to airline tickets.

Regardless of your knowledge of computers and the Internet. If you have a business, you should have a website. If you are afraid to have a website because you don't know much about computers and the Internet. No need to worry. You just take care of your business and let your website design company take care of your website.

### 1. To establish your Internet presence

The fact that millions have household access to the Internet makes it the first reason for your business to have a website. Be a part of the Internet community and enjoys its benefits!

### 2. To advertise your business

Think of your business website as an online brochure. What makes it different from the traditional print brochure is that your existing and potential customers can access it anytime and anywhere. For individuals with a busy career or lifestyle, this provides a perfect solution!

### 3. To save on advertising costs

Having a well-designed business website advertise the business itself is very effective, and it is far more economical than placing ads on billboards, TV, radio, newspaper, direct mail, telemarketing, etc. The only major cost involved is the website development cost, and it is one-time. Updating and maintenance costs are minimal comparing to other recurring advertising costs.

#### 4. To save the environment

Wouldn't you like to be a little bit more environmental friendly to our Earth? With your business website, you may not need to print as many brochures, flyers, etc. as you had before. The amount of paper may be equivalent to a few trees, but it does count!

#### 5. To make changes quickly

Again, think of your business website as an online brochure. It is distinct from the print brochure in that changes can be made and mistakes can be corrected almost instantaneously, at little or no cost at all. With your website, your existing and potential customers can get the latest updates on your new arrivals, specials, prices, etc. on a daily or weekly basis.

#### 6. To enhance your customer service

As mentioned in reason #2, a business website would be of great assistance for individuals who are leading a busy lifestyle; with a few mouse clicks, they can get access to information regarding your store hours, your products, pricing, etc. Furthermore, people who are regular e-mail users would appreciate it if they can send e-mail asking questions via your website.

#### 7. To protect your local market

Under the impact of globalisation, there is a great chance that your existing and potential local customers go online and purchase goods/services (that your business specialises in) from other businesses. By having a website, your local market can be protected!

#### 8. To reach a specialised market

If your business is specialised (i.e. it concentrates on a distinct area, for example, mountain bikes, custom woodworking, dance/music lessons, law, real estate, etc.), then having a business website is a great way to exhibit your professionalism in your area of expertise.

#### 9. To stay competitive

Do you know that now at least 60% of companies have a Web presence? Your competitors may have already been in that sixty percent. If they have not had a website, chances are they may not be very happy to know that you have one!

## 10. To sell online

For many businesses, being able to sell their products/services through their business website is not a necessity. However, with the rapidly-increasing number of Internet users conducting business online, businesses may have to eventually consider this avenue!

### How do you choose the right website design company?

Before calling any website design companies / designers, you should have a budget in mind. It's like buying a car. If you have £15,000 budget, then you may be thinking of buying a Toyota. On the other hand if you have £50,000, then a Mercedes is what you may be thinking about.

Some website design companies promise the earth...and charge it too. Unfortunately, it is not uncommon to pay thousands of pounds for a basic website.

Not everyone has this kind of money to spend on a website. That's where we come in. We provide a range of website solutions from a basic one-page site that gives you that all-important internet presence you need for just £175, to a fully functioning site with e-commerce facilities.

We can design a website based on a style from our portfolio or create one to suit your organisation.

We don't do everything. We simply concentrate on what we do best - creating affordable, great looking and low maintenance websites that don't require constant updating.

### So what should you do now?

The answer is to do something quickly. A website is an absolute essential, given the importance of the Top Ten Reasons. The associated costs are not large.

In summary, the message is that a company must have a website, because the lost opportunities by not having one vastly outweigh any costs.

Our help can be tailored to meet your exact needs. Our strengths, experience, creativity and practical common sense can complement those of your company. So contact us today for a no obligation chat about what kind of website you're looking to give your business the added dimension it needs.

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## Kreative Dimension

The home of professional AND affordable web design, hosting and internet services