

# Top 10 Reasons Why Your Business Needs a Website

## 1. Your Business is Open to the World 24/7, 365 Days a Year

Unlike your company's office that may be open from 8-5, Monday thru Friday, your company's website is open 24 hours a day, 365 days a year. There are many different time zones that may affect your business, which is why being on the web makes it time convenient for everyone.

## 2. It's Your Online Brochure / Catalog That Can Be Changed at Anytime

A website is easier, cheaper and quicker to update than print material. Its capacities are almost limitless which allow you to provide users with more comprehensive information. This will save you money on printing and distribution costs as well.

## 3. Reach New Markets with a Global Audience

On the Internet, you aren't that local little business anymore. You have the potential to be seen by millions across the globe. Did you ever think your company would have the possibility of doing business around the world? Well, now you can. Without a doubt, the Internet is the most cost effective way to trade nationally and internationally.

## 4. Improved Customer Service

By providing answers to questions on your website, sales and information requests can be processed automatically and immediately, whether someone is in the office or not. Online forms can be used to allow customers to request quotations or ask further information. Save costs by allowing users to download invoices, proposals and important documents.

## 5. Present a Professional Image

For a small business, a well-designed web site is a great way of instilling confidence and looking bigger than you actually are. In this day in age, customers assume that you already have a website. By now, your primary competitors probably already have a presence on the Internet. If they do, keep up with them and find ways to make yours better.

## 6. Sell Your Products

Why pay expensive rent, overhead, electric bills, and all the other costs that go along with owning a bricks-n-mortar business? Selling in cyberspace is much cheaper and a good way to supplement your offline business. Providing secure online ordering is very affordable for even the smallest businesses.

## 7. Promote Your Services

Lawyers, doctors, financial consultants, entertainers, realtors and all service oriented businesses should let customers know that they have a choice. Millions of users are referring to the web and are using company's websites to make major decisions when they need a specialized service.

## 8. Gather Information and Generate Valuable Leads

You can gather information about your customers and potential customers by using forms and surveys. Rather than going out and getting leads, let them come to you. This is a great tool for prospecting targeted customers looking to use your products and services.

## 9. Provides Instant Gratification

People are busy and don't like to wait for information. Give them what they want, when they want it. If your product is suitable, offer them free samples or trials to download. This includes pictures, brochures, software, videos, Power Point slides, music and more.

## 10. Great Recruiting Tool

Whether you are looking for talent or posting job opportunities with your company, your website is a great recruiting tool for building your business.