

## Does my company need a website?

**“A company without a website is like a room without a window.”**

The first question should be - Do you want to grow your business? A well-developed website can help you achieve that goal! There are countless reasons why and how a website can benefit your business. The Internet is a very effective and cost-efficient medium to reach customers in today's online world.

The Internet provides many of the benefits of many so-called "traditional" advertising media with several added benefits:

- ❏ Your business door is open 24 hours a day, 365 days a year so that customers can learn more about your products and/or services and make online inquiries or purchases.
- ❏ Information about your company's products and services can and will reach a larger market than you could have ever accessed via any other medium.
- ❏ Customers and prospective customers can access product/service information directly, greatly reducing the need for costly printed materials and reducing the amount of time your staff must spend on the phone answering questions.
- ❏ The cost of developing and maintaining a web site is only a fraction of that of placing advertisements in traditional media, yet it has the potential to reach a much broader audience.
- ❏ Small businesses can compete at the same level as bigger companies.
- ❏ Your company will be perceived more seriously and as a professional organization if it has a professionally designed website.
- ❏ Visitors to your website have found your site because they are interested in your products and/or services. Your marketing therefore becomes more focused on real customer prospects.
- ❏ A website allows you to provide more product information, more efficiently and more cost-effectively than ever. Reduce costly printing of extensive catalogues and frequently reprinted brochures!
- ❏ A website allows your customers to get to know more about you and your company's background, optimizing the personal side of doing business.
- ❏ You can easily reduce the cost of customer contacts by driving correspondence via email, instead of more costly telephone and fax communications.