



## Why every small company should have a website

“No website is the best way to help your competitor”

Recently I was asked, “What's the number one reason a business should have a website?” This is a frequent question that we receive at Website DNA and yet many business owners have no clue as to why they are online. In a nutshell it is a medium that's affordable, more effective and crammed with opportunity - especially for small and medium-sized businesses. Whatever industry or sector you're in, one factor is common to all companies, and that is the potential websites have for reducing costs and/or increasing revenues.

These hidden benefits may be present in your business but are still waiting to be found and used to their full potential.

### Increased Reach

Conducting business online with a professional and affordable business website expands the marketplace to both local and national markets, and gives you, the business owner, ability to reach new, untapped markets that would have been potentially unreachable otherwise.

### Increased Savings

Business online decreases administrative costs normally associated with managing paper-based information. Using the internet also lowers telecommunications costs since the Internet is more economical than other conventional forms of communication.

### Increased Speed

Speed to market as products and services change can be most efficiently achieved with a website as it reduces the time that normally lapses between the launch of a product, building its consumer awareness, selling the product and delivering it to the market.

A new product can be manufactured, launched and deployed - as well as promoted, sold and delivered to the marketplace through a website faster than any other traditional forms of media. As a result increased market share can also be achievable in a vastly shorter period of time.



### **Increased Automation**

The internet increases and improves productivity, output, service at a reduced cost, effectiveness and quality. Many parts of the traditional sales process can be completely automated with the help of a website thus saving time, money and person-hours usually required, and eliminate much of the potential for human errors.

### **Increased Control**

A website allows for the customisation of products and personalisation of services, which in turn provides a significant competitive advantage often not available to larger companies.

### **Improved Management**

Having a website and doing business online enhances communications and any modification and update of data, can be done quicker and more effectively through a company website.

### **Improved Branding**

A website builds company branding, such as with the ability to project a strong professional identity and to build a company's reputation, both over a shorter period of time. Moreover, a website removes potentially critical, physical comparisons (i.e., on the Internet, the element of size no longer exists).

### **Improved Promotion**

The internet is an extraordinary cost-effective market research tool enabling intelligence gathering, tracking and measuring of marketing efforts. You can track what customers want, check their likes and dislikes based on what services or products they buy and then adjust your company offerings to meet their demands.

### **Final Word**

As a result a website is a very cost-effective form of advertising, communicating and selling of services and products. It helps build brand awareness and should be an integral part of any company's marketing and sales. Without a website a company is at a significant competitive disadvantage....a disadvantage that a competitor is only too happy to exploit.