

Why a Website for Your Business?

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You have a small business of a few employees or you run it alone successfully. Your service or product is well known locally. You are making good profits. So why would you need a website? To help you answer this question, here are five choice reasons to consider when making a decision to have a website presence or not.

1. **It's the norm.** In today's age of technology, we have a variety of tools for communication such as mobile phones, email, social media sites, chat rooms, videos, webcams, and websites. Today's generation is privy to it all. They are daily users. Businesses recognize this trend as a permanent one. More and more businesses are successfully using technology to market their service or products and they do this predominantly through the web. If you do not have a web presence, you may be obscure and left out for future growth.
2. **It shows business legitimacy.** A website is a public presence exposing your location, contact information and people. It shows the consumer that you are a business entity subject to federal, state and local laws. Consumers look for legitimate identity before making a decision to deal with your company.
3. **It's a cheap form of advertising.** Website maintenance is minimal when compared to the type of advertising you can do on a daily or periodic basis. You can use the website to offer discounts or coupons to draw customers to you. You can build a list of potential customers who need your product or service and follow up with special offers through email or mail.
4. **It's an information hub for your business.** Information you put on the web can include such areas as customer service, industry news, regulatory changes, sales promotions and staff training. You can include a company blog which is an extension of your website that can make you visible in social media.
5. **It extends your business beyond your locality.** Sometimes a product or service can be saturated in its local area with little chance of business growth. A website presence is worldwide. Once your website is published to the web, it is international. With this in mind you can begin to explore possibilities to grow your business to a regional or national level.

In summary, a website is an extension of you and your business. What more can you ask for then to have a website working for you 24/7/365 days a year.