

12 REASONS WHY YOU NEED A WEBSITE

1. **Your competitors are probably already on the Web attracting potential customers.**
2. **More and more people are using the Internet to purchase products and services.** Customers may visit a number of Websites before deciding to buy. If you don't have a Website, you don't have a chance.
3. **Your Website will promote your business 24 hours a day, 7 days a week, 365 days a year.**
4. **Your customers can buy your products and pay for them from their home.** Selling online is one of the most cost efficient ways to do business.
5. **Your Website is more advertisement for less money.** You can have more detailed information about your company and your products or services than you would ever be able to pay in more traditional media.
6. **You can update the information on your website quickly and whenever you want.**
7. **Your website can reach potential customers locally, nationally or worldwide** - at no additional cost to you.
8. **Your Website can convey a professional image,** no matter how many employees you have.
9. **Your Website can help you give improved customer service** by providing information that visitors frequently ask. Providing frequently asked questions on your Website will save you time and money.
10. **Keep an email list of your customers and visitors to your site.** You can use this list to send out sales, new products, or anything you need to communicate.
11. **With Web analytics tool, your Website can keep a track of how many people visit, which gives you rich insights into your website traffic and marketing effectiveness.** With other advertising medium you will never know how many people you reach.
12. **People Expect It.** By having a Website you show the world that you are a viable business. It is silly but true: a Website will enhance perceived professionalism.