



TOP 10 REASONS WHY A WEBSITE CAN BE YOUR MOST POWERFUL MARKETING TOOL

1. Lowest cost, most efficient way to reach many people.

Websites are a very cost-effective way to promote your business compared to printed material and advertising. A website is easier, cheaper and quicker to update than print. You can save printing, reprinting and mailing costs. Its' capacities are almost limitless, so you can give more comprehensive information with unlimited distribution.

2. Consistently attracts new (and repeat) business.

A visible site with good traffic will bring people to you, then you can give them engaging information about the services you provide, what differentiates you from the competition, your results, portfolio, etc. to attract potential customers.

Existing customers, meanwhile, will appreciate answers to their questions on your site. Your site should answer the questions that people ask over and over again.

3. Supports all your other marketing.

Your website is the foundation of your marketing efforts. Once people are interested in you, they will almost always go to your website for more information which expands the effectiveness of everything else you do.

Be sure to use your web address on all your business materials: business cards, emails, flyers, ads – everything connected to your business (you'd be surprised how many people put time, energy and money into a site and then don't include their web address on things).

4. Your business is always open.

It's like having a sales and support team providing information about your company, products, and services to customers and potential customers automatically – 24/7!

5. Gives people what they want (hint: starts with an 'I').

Instead of "location, location, location," think "information, information, information." Your visitors want to know more. They want to check you out – anonymously, at their convenience and with no pressure. Give them what they want, when they want it.

Give evidence that you can deliver what you promise. Have testimonials, case studies, logical, persuasive arguments. Appeal to their emotions, make the next steps risk-free. Offer free samples, trials, newsletters, pictures, articles, videos, audio. Anything that engages them with your unique products or services.

6. Builds your credibility.

The internet has become so much a given, that serious businesses are expected to have a good, useable site. Presenting a professional image instills confidence and shows that you're the "real thing." This is where good design is so important. Do you want your site to make you look like an amateur, or a professional?

By now, your competitors probably already have a presence on the Internet. If so, keep up with them and find ways to make yours better.

7. Expands your market.

Your reach can be as local or as global as you want and your marketing can be as targeted as your services. More than 8 in 10 American Internet users regularly look for information on the Web first (Pew Internet and American Life Project). Do they find you?

8. Levels the playing field.

A well-designed web site can give a small business a presence as impressive as a large company's.

9. Builds your relationships.

By offering valuable information, (newsletters, articles, surveys, etc.) you can gather information about your customers and potential customers and build your database, which allows you to stay in touch with prospects. Your leads come to you. You stay in contact and turn them into customers!

10. Makes more sales.

Selling in cyberspace is much cheaper than a brick-and-mortar business and a great way to supplement an offline business. Even for the smallest businesses, secure, online ordering is very affordable.

Attract potential customers with a good "shop window," provide enough of the right kinds of information people need to make decisions, make buying easy and you'll make more sales!

Note: All of the above applies to well-designed, professional, user-friendly sites only! An amateurish, confusing site can actually hurt your business.

If you're not on the internet, you're probably losing business without even realizing it. Understanding what a website can do for you is key to making the decision of whether to have a website and what to do with it.

There are over 201 million active internet users in the United States, as of Jan, 2005.
-Internet World Stats

To access this growing marketplace, you need only create a clear and effective website.

Your website needs to reflect you clearly and authentically and attract the right clients for you.

Call me at 801-485-9299 for a no-obligation, free consultation. I'm happy to answer any questions and help demystify the process of having a strong online presence.

Services offered:

- Simple, one-page websites
- Custom multi-page websites
- Website maintenance
- Website makeovers
- Domain name management
- Graphic Design, images
- Editing
- Visioning

Portfolio online at:

www.OurCommunityConnection.com/web_design.php

Sylvia Nibley OurCommunityConnection.com 801.485.9299

© Copyright 2005, Gennodus, LC. All rights reserved.