



## **5 Reasons Why Every Business MUST Have a Website**

How often do you catch yourself saying, “No, I don’t have a website: I’ve been meaning to”? If you’ve ever thought about how your business could benefit from a website but still haven’t made the leap online...**here are 5 essential reasons why EVERY business absolutely, no-ifs-and-or-buts has to have a website!**

### **1. Your prospective customers assume you have one.**

These days consumers expect businesses that are serious about doing business to be on the web. A website is a convenient, often interactive source of product information, business hours, contact information and more. A website demonstrates credibility and builds trust between you and your prospective customers.

### **2. Your competition hopes you don’t have one.**

In a tight market, a website really makes a difference. Think about it: When a prospective customer has the choice between your one-dimensional yellow page ad and a website that allows them to compare services and features, who are they more likely to choose?

### **3. Improve your professional image.**

Even if you’re a one-man shop or a small office, a website can make all the difference to your professionalism. Not only do you get a personal domain name that you can plaster all over your print materials, you’ll also get to replace that free consumer email address with your own business’s for added branding and credibility.

### **4. To Network**

Every smart business person knows, it's not what you know, it's who you know. Passing out your business card is part of every good meeting and every business person can tell more than one story how a chance meeting turned into the big deal. Well, what if you could pass out your business card to thousands, of potential customers and partners, saying this is what I do and if you are ever in need of my services, this is how you can reach me. You can, 24 hours a day, inexpensively and simply, on your website.

### **5. It’s affordable.**

A great website doesn’t cost an arm and a leg anymore. If your website makes you just one extra sale a month it pays for itself.

**The bottom line:** If you want an easier, faster way for you and your customers to send and receive information about your business, then you’ve got to get a website.