



digital grace

website design and development
200 El Solyo Ave. Ben Lomond, CA 95005

www.digitalgrace.info

831.239.8670

831.604.8507 (fax)
info@digitalgrace.info

Why Every Small Business Needs a Website

Your Competitor Has One

To stay on top of an ever-changing market, most small business owners try to keep tabs on their competitors. By doing so, they gain insight on market trends, come up with new strategies and stay up to date with what others offer. If your competitors have a website, it's a strong indication you should too.

Easier to Remember

Have you ever listened to an ad on the radio or spotted a billboard while driving but there would be no way to remember a phone number without pulling over? Maybe this task wouldn't be so hard if you were a savant. Most people remember words easier than numbers. Isn't it easier to remember **www.fences.com** than 1-800-338-2499?

Stay Open 24/7/365!

While some small businesses are open 24 hours a day, most business hours are limited to a more traditional workday schedule. With a website, customers can view your products and services long after your normal operating hours. If you sell products online, you can even accept orders from a different part of the world while you sleep!

Cost Effective

Have you checked on the cost of a Yellow Page ad lately? You'll be surprised at the expense. Sure, I think if you can afford it, the Yellow Pages are a good place to advertise, but wouldn't it be wiser to save money by just having a listing? For a fraction of the cost of a Yellow Page ad, you can have a website. Emphasis on "site", not page, half page, quarter page, but many pages. Many pages mean more information for your customer.

Today, more often than not, an individual can almost as easily access a computer than the Yellow Pages. There are 148 million internet users in the United States and 164.1 million computers. The computer is almost as viable an appliance as the telephone is because for most people today, using a computer is like using a telephone. It's an everyday part of life, impacting how people pay their bills, shop, research, keep in touch with each other and keep up with the news.

Email - The Ultimate Contact and Networking Tool.

Has anyone ever asked for your business email address? Are you currently using a personal email address from your Internet service provider or a free email account for business contacts? You can raise the level of prestige and branding for your business with an email address that includes your company name or services. Personalized email accounts are always included when you set up a website. You can also set up multiple email addresses for different functions within your company, for example: sales@your-web-address.com, info@your-web-address.com, or yourname@your-web-address.com.

Survey Your Audience

When a visitor enters your website, they're expressing an interest in your products, services or information. But how can you find out exactly why they came or what they're looking for? To gain a better understanding of your customer base you can set up a survey to figure out exactly what potential customers are most interested in and also learn what new trends or features are on the horizon.

Sell Your Products and Services Online

You've probably seen or heard about online stores like Amazon.com or eBay.com. While these companies have huge infrastructures and massive marketing programs to drive their online business, it is possible to set up an online store in a much the same way, just more modestly. There are countless online stores that thrive doing the same type of selling but on a smaller scale. If you have a retail product that can be shipped via UPS or FedEx, you're a great candidate for an online store.

A Website Opens International Markets

A website can be accessed 24 hours a day from anywhere on Earth with an Internet connection. From the moment your site launches, you can do business all over the globe, any time of day. As an added service for international customers, you may want to offer a currency converter to help them understand prices in their local currency.

Attract New Business through Search Engines

A large amount of research today is done online. By having your website listed on the top search engines, it can be listed under the results for any number of queries. For example, if you're selling ski equipment and someone searches for "ski boots," your site could be the first selection listed under the results.

Give Detailed Contact Information to Prospective Clients

Anyone ever ask for directions to your business? Always telling people your hours or which product lines you carry? A website can deliver details about your business to anyone with an Internet connection. This frees up time to focus on business instead of answering frequently asked questions.

Interact with Customers

The best clients are repeat and referred customers. That said, there's no better way to keep customers coming back than keeping in touch with them. Through a website you can interact with clients via online newsletters, polls, chat rooms and special deals. When you keep in contact it shows customers you care, one of the best ways to keep them coming back.

Instant Validity

As a customer you want to know the person you buy from is legitimate and runs a reputable business. A well designed website creates a feeling you're a legitimate company and leads to increased sales.

Look Bigger Than You Really Are!

Even a one-person business can look like a multi-person or multi-department operation through a company website. A professional, well designed website presents a more appealing image than a larger competitor whose web presence appears weak or amateur.

Customers Expect It

In today's business world, the Internet is the fastest growing source for information. Without a web presence, your business risks never being found by prospective customers.