

10 Reasons Why Your Business Needs a Website

1. Your Business is **Open** to the World **24/7**, **365** Days a Year

Unlike your company's office that may be open from 8-5, Monday thru Friday, your company 's website is open 24 hours a day, 365 days a year, making it time convenient for everyone.

2. It's Your Online **Brochure** / **Catalog** That Can Be **Changed** at Anytime

A website is easier, cheaper and quicker to update than print material. Its' capacities are almost limitless which allow you to provide users with more comprehensive information. This will save you money on printing and distribution costs as well.

3. Reach **New** Markets with a **Global** Audience

On the Internet, you aren't that local little business anymore. You have the potential to be seen by millions across the globe. The Internet is the most cost effective way to trade nationally and internationally.

4. **Improved** Customer **Service**

By providing answers to questions on your website, sales and information requests can be processed automatically and immediately, whether someone is in the office or not. Online forms can be used to allow customers to request quotations or ask further information.

5. Present a **Professional** Image

For a small business, a well-designed web site is a great way of instilling confidence and looking bigger than you actually are. In this day in age, customers assume that you already have a website. By now, your primary competitors probably already have a presence on the Internet. If they do, keep up with them and find ways to make yours better.

6. **Sell** Your Products

Selling in cyberspace is a good way to supplement your offline business. Providing secure online ordering is very affordable for even the smallest businesses.

7. **Promote** Your Services

All service oriented businesses should let customers know that they have a choice. Millions of users are referring to the web and are using company's websites to make major decisions when they need a specialized service.

8. **Gather** Information and **Generate** Valuable **Leads**

You can gather information about your customers and potential customers by using forms and surveys. Rather than going out and getting leads, let them come to you. This is a great tool for prospecting targeted customers looking to use your products and services.

9. Provides **Instant** Gratification

People are busy and don't like to wait for information. Give them what they want, when they want it. If your product is suitable, offer them free samples or trials to download. This includes pictures, brochures, software, videos, Power Point slides, music and more.

10. Great **Recruiting** Tool

Whether you are looking for talent or posting job opportunities with your company, your website is a great recruiting tool for building your business.

Pricing varies on the complexity of each website being built. Please phone to make an appointment or discuss general pricing for your own customized website.

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