

CREATING A WEBSITE FOR YOUR SMALL BUSINESS OR PROFESSIONAL SERVICE

Why do you want or need a web site?

Constant Contact, an email marketing company, provides 10 reasons.



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10 REASONS

1. Your customers expect it.

60% of consumers expect businesses to provide online content about products and services.

+50% head straight to the business's website for product information.

Businesses with no web site will lose digital-savvy customers who will look elsewhere.

2. It provides social proof.

90% of consumers claim that online reviews influence their buying decisions.

Business web sites that offer product or service testimonials can impress potential customers.

3. You control the narrative.

With your own web site, you control the content by telling your own story about your products and services.

A blog helps business owners get their message, mission, and personality in front of their target audience faster than print ads or snail mail brochures.

Plus, social icons linking to Facebook, Twitter, YouTube, and other networking platforms make sharing your content easier.



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10 REASONS ...CONTINUED

4. More bang for your buck.

When you use a free website-building tool, like WordPress.com, you position your company to reach thousands more potential customers for less than you would spend mailing ten brochures by traditional mail.

5. You don't need extensive coding or technical skills.

Because WordPress — and a number of other website-building platforms — offer online tutorials and community-based support, almost anyone can get a basic website up and running in a short amount of time.

6. If your competitors have small business web sites and you don't, consider that to be a real competitive disadvantage.

Consumers typically start their buying journey through searches on Google, Bing, and Yahoo.

72 % of them go online to find educational material, reviews, and testimonials

7. Never put up the 'closed for business' sign again.

Having a business website or ecommerce store means that you can sell products all the time — not simply between 9 a.m. and 5 p.m.

Combining your website with marketing tools, like email marketing, helps you reach new customers and generate repeat business.



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10 REASONS ...CONTINUED

8. You'll show up in Google search results.

81% of consumers perform online research before making a purchase.

If you don't have a website for your business, the chances of showing up on the search engine results page (SERP) are zero.

Keywords, meta descriptions, and titles are just some of the things you can customize on your site to improve your search engine optimization (SEO).

9. Create a resource center for your staff.

Employee only pages (those that is not visible anywhere on the site) can be used to provide employees with self-service videos, instructional materials, or even internal forms to help your team learn everything they need to know on their own schedules.

10. Showcase your products and services.

You can provide short video tutorials or downloadable PDF instructions to give hesitant customers no reason to go elsewhere to purchase.

Source: <https://blogs.constantcontact.com/small-business-website/>



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