

The Two Best Reasons to Have a Business Website

There are two main reasons to have a business website –

1. Increasing the effectiveness of your business – To grow your business/increase your revenues
2. Increasing business efficiencies – To reduce costs to your business/operate your business more efficiently by getting the most from your resources

1. How can you use a website to increase effectiveness?

- Your website should be aligned to your business goals. If your goals are to double revenues this year, how can your website help you reach that goal? Will a Search Engine Marketing effort help you to attract a larger viewing population?
- What is your competition doing on the web? How can you do it better?
- Can you use your website to “qualify” your leads? Can you provide enough information on your website so that clients or prospects will follow-up with a call or visit your place of business?

Clients and prospects are looking for answers to questions like:

- ✓ Can you solve my problem? If so, How?
- ✓ Why should I choose you over your competitor?
- ✓ How much does your service or product cost?

2. How can you use a website to increase efficiency?

- Can your website assume some of your “manual” workload?
 - Can you offer an FAQ to answer questions that you usually answer on the phone?
 - Do you offer enough information about your products and services on your website?
 - Can your products or services be ordered via your website?
- Can you use your website to reduce other advertising costs?
- Can you use your website to exchange information and communicate with your customers?