

10 BENEFITS OF HAVING
YOUR OWN
WEBSITE

Your 24/7 Online Seller



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Welcome

The internet is responsible for containing an astonishing amount of data and information.

More than this, though, the internet presents means to **draw targeted attention to any website, idea, group, company, cause, and/or professional which is a part of this information pool.**

Prior to the internet's creation and rise, pre-selected marketing to individuals who were known to be interested in a particular idea, product, or service was a pipe dream—something that even the most efficient and successful of marketing professionals couldn't even imagine.

But today, the idea of pre-targeting potential customers is one which is very real, and can be integrated based upon user searches, website visits, demographic information, geographic location, and a number of other, helpful factors.

Still, though, those who can benefit from these marketing and promotional opportunities the most—small business owners—are often hesitant to do so.

The reasons behind this hesitation are plentiful in quantity and wide-ranging in nature, but are universally damaging; making use of online marketing can lead to an explosion in business and transactions, while neglecting it altogether can cause one's company to go under.

Needless to say, those who try and explain the benefits of online marketing and the internet are probably frustrated with the resistance of many business owners.

It really is in every small business owner's best interest not to ignore the internet, **but to utilize it**. This doesn't have to take the form of complex marketing and advertising campaigns (although these can also help), as even a simple and easy-to-design website can increase business impressively—especially in coordination with social media.

If you fall into this category of those small business owners who currently have what appears to be zero interest in making use of the internet to improve the sales and overall financial outlook of their company, then you need to pay attention.

Unfortunately, a lot of small business owners try to do it all themselves, and this can end up costing them a lot more with various mistakes that people commonly make.

So let's take a look at some of the **massive benefits** business owners will see **by having a professional website** built for their business.

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Benefit 1: Easier Access To Your Customers

Having a website that effectively promotes your business online is crucial for your success, but a lot of people still don't think they need a website.

They just don't see the value the Internet can provide to their business, and just don't get how much it can help their business.

They don't get that the first thing most people do is search online for a business' website to find out more about them, and to find out how they can contact them.

If your business doesn't have a website, you're letting a lot of potential customers slip through your hands, and into the hands of your competitors.

With a website, you have far easier access to your customers where they are looking.

Benefit 2: Your Website Is Like Your Sales Person

Most business owners know they need a website to effectively promote their business online, but a lot of them think that to have a professional website built is going to be far too expensive.

The problem is, they look at a website as just a cost, rather than an investment in their business' growth.

Having a website that effectively markets your products and services to interested people online, can dramatically increase the amount of customers you have coming into your business.

Your website is like a sales person who is working around the clock to promote your business, and it's always working to get you more leads and customers.

That initial investment into a professional website, could end up bringing you customers for many years to come.

Benefit 3: You Don't Need To Know How It All Works

One of the major reasons why some business owners are reluctant to have a website built for their business is they just don't understand how it all works.

How does someone find their website online? How can they accept payments through their website? How do they receive emails and phone calls from people who visit their website?

For people who aren't tech savvy, the thought of having a website for their business can be pretty daunting.

The thing is, you don't need to know how it all works. You don't need to know all the technical details of a website in order for the website to promote your business online.

All you need is someone who understands all aspects of the Internet, and can bring you customers through your website.

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Benefit 4: Your Website Adds To Your Marketing

One of the most common reasons small business owners think they don't need a website is because they think their business isn't suitable for selling products or services online.

That might be the case with businesses like restaurants, mechanics or plumbers, where the business is location-dependent, but even then, these businesses could incorporate a booking system online, a lead capture system, or even a general promotion on their website.

A lot of times having a website for your business isn't just about selling things on your website; it's also about promoting your business and getting people to email you, call you, or walk through your doors.

Your website is another piece of the marketing puzzle that helps to get your business in front of people who are interested in what you have to offer.

Benefit 5: Reaching People Where They Are Searching For You

Another key objection a lot of small business owners have when it comes to creating a website for their business is they think their consumers aren't searching for them online.

They think that the Internet doesn't influence their prospects and customers, and they don't see the need to invest into online marketing.

The reality is over 90% of consumers will search online for a local business before they even think about calling them or visiting them.

Regardless of how things have worked in the past or how they're working currently, the fact of the matter is almost everybody is searching online for a local business before they do anything else.

And if you're ignoring this fact, then you're also ignoring all the potential customers you're missing out on right now.

What is worse, people is searching for products and services right on their mobile devices, they could be searching for your business live a few blocks away from your business and if you don't have an online presence, they will just simply won't find you.

Benefit 6: Your Website Works Without You

Some small business owners seem to think that because they see great results from their existing marketing they don't need to invest in Internet marketing as well.

After all, if you're getting a consistent stream of customers through newspaper ads, or radio ads, then why would you need to look into having a website built for your business?

The thing is, it's not about your website or any other aspect of online marketing replacing what you're currently doing. It's about your website complementing your current marketing, and adding to the results you see now.

A website allows your potential customers to find more information about what you have to offer, and allows them to get to know you more, before they contact you.

Benefit 7: Your Website Represents Your Business In A Professional Way

If you've already got a website for your business, but you're not really seeing any results from it, then it might be time to revamp your website.

A lot of older websites aren't really optimized properly these days for the search engines, for mobile users, or just modern consumers in general.

If you haven't updated your site for a few years, there's a good chance you're missing out on a lot of visitors and potential customers just because it's outdated.

An older website just isn't going to bring in the same type of results as if you updated it to a more modern look that would help convert more visitors into customers.

After all, you want your website to represent your business well, so a more professional, and modern look is going to let your business stand out against the rest.

Benefit 8: Your Website Enhances Your Social Media

Some small business owners are reluctant to get a professional website built for their business because they've already got social media accounts created.

Just because they're posting on social media or they have some details on their profiles, they think that's enough online marketing to get customers coming through their doors.

If you're on social media, but you don't have a website as well, then you're missing out on a massive opportunity to convert more visitors into customers.

It's not that a website should replace what you're doing on social media, but they should complement each other. If you already have a following on social media, then you should be taking advantage of that by sending them to your website where they can find out more, and contact you directly.

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Benefit 9: You Don't Need To Manage The Process

A major reason why some small business owners object to getting a professional website created for their business is because they don't want to take the time to manage the website.

If you're holding off for the same reason, then you should realize that once your website is setup, it pretty much runs itself.

You don't need to actively manage or maintain your website, unless you want to post content regularly. But even then, it's much simpler to do than you might think.

You don't need to know any programming language, or be some kind of tech wizard to run your website. In many cases, if you want to update anything, it's just a matter of "drag and drop", and your website will be looking just the way you want it to.

Benefit 10: You Don't Need To Do It All Yourself

Another common objection small business owners have about getting a website built for their business is they don't want to hire a professional to do it. Instead, they want to try and do it themselves.

This might be fine if you've already got a website that is producing great results for you, and you just need to tweak a few things here and there.

But if you want a professional website built for your business that is actually designed to attract online visitors, and then convert those visitors into customers, then you need to hire a professional.

There's no point wasting your time on something that might not even do what it's supposed to do. Hire a professional, and get the job done right.

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Conclusion

So as you can see there are quite a few reasons why small business owners need a professional website built for them. In most cases investing in an effective website is going to bring in more customers, more traffic, and more business than if you continue to ignore the Internet.

Your professional website and any form of internet marketing isn't going to replace anything you're currently doing, and it's not going to significantly add to the amount of work you're doing now.

Once you have a consistent flow of leads coming into your business from your website, it will be like your own sales person, working around the clock to promote your business.

And you will be able to reap the benefits for many years to come.

So if you're interested in getting a professional, effective website built for your business, then contact us today.



