

Does your business need a Website?

In determining if your business needs a website you need to ask these questions

- How could a website benefit me?
- Is there a quantifiable benefit a website would provide?
- What do I want the website to do?

Ways a Website can benefit your business

1. Sell your product(s)

By selling your products or services online you can target a world market, versus a typical 30 mile radius of your physical location.

2. Persuade

A website can position your company as a leader and present your business in the best possible light. You can convince prospects who are “just looking” that your products or services met their needs.

3. Information

A website can be a source of information for visitors.

4. Generate Well Qualified Leads

A visitor searching, and reading through your site for information may sign up for your free newsletter. What a good way to establish credibility, and position yourself as a leader. All while developing trust, which is one of the biggest issues on the web today.

5. Reduce Workload

Reduce the workload of customer service staff, etc. Questions are being answered, and processed online.

6. Work more efficiently with orders

7. Build Brand Awareness

A quality site reflects very positively on the branding of your business.

8. Advertising

Make others aware of your business for the first time.

Not every business can benefit from a Website

- Now of course not every business is suited to benefit from a website

If you can't identify with any of the above benefits, or any from your own thinking, a website is most likely not suited for you.

Other Possibility

- Your customers just aren't on the internet

This doesn't happen to be the case very often, considering there are over **172 Million home internet users**.

One reason not to get a Website

Don't get a website for your business if you aren't going to do it correctly

- Because then it is a **Huge waste of money & Time**

Depending on your Industry and demographics of your target market the criteria of a "good" Website will vary quite a bit.

- **But most if not all of the Fundamentals of a good website are the same.**

Click here for "10 Secrets of a Successful Website"

I really hope that this help you in your decision making process. If you have any questions email us at admin@troyerconsulting.com.

Sincerely
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