25 Reasons Why Your Business NEEDS A WEBSITE

NWD NOMISCOM WEB DESIGN

01

A website is there 24/7. It sells and promotes your services and products all the time. While you don't want to spend all day in your office and work until 3 or 4 AM. Many people are doing research about their next buy at that time. Why wouldn't you want to be one of the options?

YOUR BUSINESS IS NEVER CLOSED

02

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A WEBSITE IS A TOOL THAT SELLS YOUR PRODUCTS AND SERVICES

03

Your local market will be wider, you will be in front of potential clients that weren't in touch with your brand before. No matter if you sell products or services.
If you decide to have an eCommerce store that you can sell right on the spot and the store is up at any time.

YOU CAN TARGET A BIGGER MARKET

04

That's right. People are online, and that doesn't mean that only younger generation is using the internet. Almost ¾ of the Earth's population has access to the internet.
It doesn't matter if your Business is big or you run a small family business. You should be online, presenting yourself as one of the providers of products or services.

YOUR POTENTIAL CLIENTS ARE ONLINE

05

There was an interesting research done in 2016 by Brightlocal, that shows, that clients do expect Businesses to have a website.

80% of participants in the age between 18 – 54 say, that they are more likely to contact a business if the business has a website.

YOUR CLIENTS EXPECT YOU TO BE ONLINE

06

In today's World, there are almost no limits. You can reach markets and clients that you wouldn't imagine before. This is the reason you and your Company needs a website. It is your ticket to a whole new level.

YOUR BUSINESS CAN DO BUSINESS GLOBALLY

07

Show them that you can solve their problem and that you understand their pain.

With a well-designed website, you can position your company as someone who can provide them with a solution.

GET NEW CLIENTS FOR YOUR BUSINESS

08

The website presents a great opportunity for you and your business to show what you have already done.

Not only what you have done, but how you or your product helped other people and businesses to solve their problem.

SHOWCASE YOUR WORK AND RESULTS YOUR CLIENTS GOT

09

Believe it or not majority of people love to look for reviews and what other people are saying about you.

The results of a survey done by Brightlocal say that 88 % people trust online reviews.

YOUR WEBSITE CAN PROVIDE SOCIAL PROOF

10

If you can provide value through your website and educate them about your niche they will be more engaged and more likely to become your clients.

With a blog, you will also improve your communication with your potential and existing clients. Also, you have more influence on visitors and potential clients buying decision, by providing value on your website.

YOU CAN EDUCATE YOUT CLIENTS ABOUT YOUR BRAND, PRODUCTS, AND SERVICES

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Whatever you want to do in business today, the first place where it should go live is your website. The first marketing step is having a business website.

This means before you have your brochures, business cards, and flyers printed. All the information, that can be useful and helpful to your clients should be live on your website.

YOUR BUSINESS WEBSITE IS THE CENTER OF YOUR MARKETING

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Your business can gain instant credibility.

Your website will show your clients that you mean real business.

Years ago it was important that your business had a real physical address. Today it's important, that you have a website.

A WEBSITE BUILDS YOUR BUSINESS CREDIBILITY AND LEGITIMACY

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That's right. You can improve how you help your clients. You can have an online chat, so clients that are on your website can talk to you immediately. This can also help answer questions from potential clients and can save you time and money.

YOU CAN IMPROVE YOUR CUSTOMER SUPPORT

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Whatever your business is selling, services or products. Your website can answer many questions from your customers.

your website is usually the first contact with your potential clients. And if you can answer their questions before they contact your business you can do them a big favor.

YOU WILL SAVE TIME

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Your website can save you money on printing marketing material. Everything that you would print can now be provided on your website.

IT CAN SAVE YOU MONEY

16

As you are writing your content, you'll find out that, there are many things that can be done better or different.

This will help you revise your business and get you to correct some things.

Set yourself new goals. Structure your business in a better, more lean way.

A WEBSITE CAN HELP YOU WITH YOUR BUSINESS GOALS

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Well, they may have big resources. But people don't always look at that, and with a well-designed website, that has the right strategy behind it, you can and will mix with the big guys.

Your website can answer questions that big companies' website doesn't because they have become too big to realize that.

COMPETE WITH THE BIG GUYS

18

This is an important aspect of the business, that many people neglect.

The reason is they don't believe this playing any role when doing business.

But, I can assure you, that it is important. Why? It looks unprofessional if you use Gmail account.

BUSINESS EMAIL (info@website.com)

19

Collected data can offer you a better insight into your audience. This way you can make better decisions about your marketing and sales.

This means more leads and clients to your business. It also means your website creates measurable results.

A WEBSITE GIVES YOU ANOTHER WAY TO COLLECT DATA AND GENERATE NEW LEADS

20

The thing is, many business owners and directors forget, that a website is the extension of your business.

This means you can develop a unique experience for your clients when they interact or do business with you.

YOUR WEBSITE HELPS YOU FULFILL YOUR BRAND PROMISE

21

This is a phenomenon where customers research a product online and then buy it in your physical store.

If you have a website, which provides useful information about a product, that you are selling in your physical store, you can take advantage of this phenomenon.

THE BENEFITS OF WEBROOMING FOR YOUR BUSINESS

22

The percentage of eCommerce retail sales in the overall retail sales is increasing yearly. More and more people are buying online because is cheaper and more convenient.

Of course, you shouldn't be fooled and think that physical stores are going away, they are not.
But you can increase your revenue if you have a physical store and add an online store.

ONLINE STORE SALES ARE GROWING

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Upload instructional videos, learning material and other resources that can help them improve their work.

Your staff will feel more appreciated and this can help you run a better and more people oriented business.

CREATE A KNOWLEDGE BASE AND RESOURCE CENTER FOR YOUR STAFF

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This means you can test new ideas and visitors can tell you right away if your message on the campaign is working or not. This way you don't print material for a campaign until it's good.

TEST YOUR NEW IDEAS WITH EASE

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If you are not online, you are not following technology and you are falling behind your competitors, that are online.

Your Competitors Have A Business Website

CLOSING STATEMENT

If you are still wondering why small businesses need a website, I hope you have gotten enough reasons to get your business online.

But it's not enough to have a website if that website is not professional or it doesn't have a good design.
Your website should reflect your brand. It should be a reflection of your values. You should tell your story and give the visitors a journey to form the start until the end of the buying process.

The website should be designed for the needs of your ideal customer (or customers). But that said, it's not just about your pages, you should also care about your posts. They should bring your brand closer to your potential customers.

SOME STATS

In 2016 there were almost 50 % of Businesses that didn't have a website.

In 2017 only 29 % of Businesses didn't have a website. But the alarming thing is that they don't use it to market themselves.

81 % of people are doing research on the desired product before they buy

RESOURCES

https://www.emarketer.com/Article/Worldwide-Retail-Ecommerce-Sales-Will-Reach-1915-Trillion-This-Year/1014369
https://www.shopify.com/retail/why-retailers-should-embrace-webrooming
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