

# DAT Computers

## Reasons Why Every Business Needs A Website

*Are you a small business owner who thinks your company doesn't need a website?*

**Think again!**

Here are just some of the reasons why all businesses, regardless of their size, should have an online presence.

### **1. Attract more customers**

The first reason and possibly the most important reason you should have a website is because a website helps you reach out to a much larger audience.

It is estimated that over 2 billion people use the internet at some point during the day and by not having an online presence then you are missing out on the chance to reach out to all those people.

If you are a business in a small village or town then you are limited to only gaining clients from your local area through word of mouth and local advertising which can be very difficult. With a website you can reach out to a larger geographical area.

### **2. Online brochure/advertisement**

Rather than spending money on having brochures printed and delivered or an advert in the local paper or magazine, that let's face it hardly anyone bothers to read! why not put this money towards advertising your products and services online?

It saves you time and in the long run it will definitely save you money. After the initial fee of having a website designed and launched, a website will cost you just a few pounds a month.

### **3. Beat the competition**

For a small business having a website is essential. Today more and more people are using the internet to search for products and services that they need and if you don't have a website then you will run the risk of these potential customers going to your competitors. Having a well-built website is a great way of showing people what you can do and why they should choose you instead.

### **4. Make money 24/7**

A website is a great way of expanding your business and selling your products online.

A well set up e-commerce website gives your business the ability to make money 24/7 by giving customers the option of buying your products online. You can earn money whilst you sleep.

### **5. Provide customer support 24/7**

You can provide customer support 24 hours a day through your website by including a frequently asked questions page. It means you can help your customer without having to communicate via phone calls or emails. They can get the answers they seek at any time of day/night.

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## **6. Keep your customers informed**

Think of your website as an online brochure/advert for your business. Through a well-structured website you can easily keep your customer up to date with your latest offers, news announcements, any changes in the services you offer, events, promotions and much more.

A website is so much easier to update than all those brochures you have paid £££s to have printed and delivered.

## **7. A website saves you time**

Providing potential customer with information is time consuming, making phone calls, typing emails, distributing brochures all takes time.

A well-designed website means all the information about your products and services is available in one place and to a much larger audience.

Once your website is launched it is available to potential customers indefinitely. Saving you time. And time is money!