

Why Have a Business Website?

There are many reasons why your business needs a website. We have put together a few points to explain the benefits and how it can make a difference to you.

Professional Image

Having a well designed website will create a positive perception of your business and instill confidence in your potential customers. In this competitive world, having a website is also expected from your internet savvy customers. Not having a website will almost certainly be a missed opportunity. It may have a negative impact on your business compared with your competitors who do have a website.

Your Business is Open 24/7

Running a website allows potential customers to find out more about your business and your products/services at any time of day or weekend. You give new clients the chance to research who you are and discover if you are suitable for their needs.

Cost-Effective and Flexible

A website over the course of a year will pay for itself through its flexibility and options unlike a printed advertisement in a newspaper. What if your business transforms? Once an advert is printed, you cannot change it. A website can be updated as your business grows. Websites can be created to fit any budget.

Save Time and Money

Having your product details online will save you printing and postage costs. Running an online shop saves the expense of renting a commercial unit and overheads such as utility bills.

Making alterations to your website can be done very quickly and potentially by yourself using a content management system. All of this saves you time to concentrate on running your business.

Interactive

A website allows new clients to interact with your business. You can provide an enquiry form so customers can contact you. Show directions to your business using a map or host a slideshow of images of your products. You can even link in social networking such as Twitter and Facebook to encourage visitors to your website.

Generate Information & Revenue

Using online forms and visitor tracking facilities, you can get vital information about your market and customers. This information can be used to target new customers and develop advertising.

A website can also become a source of income for you. Sell and manage your products and services online while also taking credit card payments.

A professional website gives your potential customers the assurance in what you do and how you can help them. Contact Productive Inbox @ <http://www.productiveinbox.co.uk> today and see what a website can do for your business and how affordable it can be.