

Why Do I Need a Website?

The advent of the internet brought with it a very cost effective way of marketing business to literally millions of people in a very efficient manner. At some point, nearly all businesses will have some presence on the web. These are just some of the reasons why the worldwide exposure that comes with having your own space on the internet is something you shouldn't be without.

◆ **Low development costs**

Compared to the cost of promoting your business in print, through radio, or television, a website is one of the cheapest forms of marketing ever created. Radio campaigns featuring several 30-second spots per week for three months could cost \$5,000 - \$10,000. Newspaper and magazine ads are similarly highly priced, and only last for the life span of that particular publication. A website has virtually limitless space. You could put up a website with dozens of photographs and several thousand words for well under \$2,000 for the first year, and keep it up and running for a few hundred dollars per year after that. Websites are in full color - a palette of 16.7 million colors for your photographs alone.

◆ **24 hours / 7 days a week global exposure**

Constant advertising with no limits. That means your website can be viewed by anyone, anywhere, as long as they have internet access. There are no physical limitations to broadcast areas, as in radio, nor circulation region restrictions, as in newspapers or magazines. Bring clients to you from across the county or across the country.

◆ **E-commerce**

The way business is done has greatly changed with the ability to offer your services and accept payments right online. Through E-commerce, you can sell products or services instantly to anyone in the world without having to constantly monitor your website.

◆ **Increased credibility**

Smaller companies are able to compete with big industry since a website is economical and not limited by size. This means a small business can present as large or create an image on the internet as a company many times larger.

◆ **Convenient way of communicating**

Email can be used by customers to communicate with without worrying about business hours, voice mail, or dealing with crowds. It benefits the business as well by allowing responses to be sent at a convenient time, not in the middle of rush hour.