

### How a Website Can Benefit Your Small Business

These days everybody from your 10 year old nephew to the grocer has his own website and you're probably wondering, "What's in it for me?!" Your small business probably already has paid advertising and other types of marketing in place. You may already be paying a considerable amount of money for advertising in magazines and newspapers. Then there are the little extras like business cards and even flyers but are you really aware of all the benefits of professional web design? If you've asked yourself more than once how having a professional website will help promote your small business; read on!

It may not be immediately obvious to you how you would benefit from exposure on the Internet. Paying a web design company your hard-earned money to do just that may seem more than a little off-putting to you, especially if you are just starting out and trying to grow your company.

However, there are many advantages to promoting your business by means of a professionally designed website. To help you decide we have highlighted them here.

### Small Business Benefits Directly Linked to Your Professionally Developed Website.

#### *Advertising Benefits*

- A professional looking website provides your small business with an instant and recognizable company image. By browsing your website, your customers obtain a view of your company and form an immediate impression of the quality, service ethic and flexibility of your business to meet their demands. A great tool to reach millions of people and offer them your service.
- Your website can be updated at any time with new product information or listings or news of the latest in service offerings provided by your company. No further effort is required or any additional fees for changes made. No per-insertion charges, great savings! Ask us how easy it is to do this!
- Full specifications of your product and/or service can be listed on your small business website. This means that your clients have, at their fingertips, all the information they need to make a decision. Studies show that product details that are vague or incomplete send buyers in the opposite direction; all the way to your competitor's website!
- Product information like this will also help your customers to determine which of your products is most suitable for them. Happy customers equal higher sales. You win, all round!
- Professional Image, websites that are not professionally designed are often looked at in direct correlation to your business. So if your site is homemade the thought of your business will be the same. On the same hand having a professionally designed site will give you a professional image and customers will know that you mean business!

#### *Logistical and Administrative Benefits*

- Potential customers can't make use of your small business if they don't know where to find you. A professional website can make use of photographs, maps and step-by-step instructions as to the location of your business. You can even include an attractive photograph of the building or your staff, to showcase a friendly yet professional image.

- ? Your website provides a platform for making use of online mailing forms and quotation requests so that your potential clients can contact you with the click of a button. These days it's all about ease of use, so don't get left behind because your clients think picking up the phone or coming in to ask questions is just too much hard work!
- ? Your paper trail is drastically reduced and you can keep track of many clients and potential clients using your website. This will do away with expensive filing systems and extra staff needed to administer this as well as save on telephone bills. While you will still need to connect with your clients personally at some level, internet business relationships are accepted as being a normal part of the small business world today. Why not take advantage of this?

### *Technical Support*

- ? If your business features operator's manuals, service manuals or is subject to many customer queries, you can make these available online. Again less paper, fewer administrative staff, mailing fees, and time spent answering customer concerns. More time, more money, more efficient!
- ? Customer complaints and queries can be handled via your website too and getting the exact information from your clients this way makes it impossible to misunderstand or misinterpret the exact nature of the complaint. It also provides a handy interface for immediate responses and results in better customer service for your small business customers all-round! Don't forget about positive feedback and constructive criticism, your website is a platform for the good stuff too!

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### **Conclusion**

If these great benefits haven't convinced you yet, you may be on your way to being left behind in the race towards faster and more efficient small business communication methods. If you are still hesitant or just need a little time to come around, why not contact a friend who uses a website to help him run his small business and ask him to tell you if he thinks it was worth his time and effort. We already know the answer. Get started now by contacting ARC, you definitely won't regret it!