

YES of course you need a website!

If you believe you have all the business you will ever need and there is so much cash in your accounts then yes you don't need a website. But if you're like the rest of the businesses in the world today then the opposite is true. If you are in business and offering products and services of any kind you need to be able to contact customers and gain new clients. In today's market almost all of your potential customers will be found on the internet.

Just like the introduction of cable TV in the 90's internet usage is still growing rapidly and it has been predicted that it will continue to do so in the future. With the population in America being somewhere around 30 Million and the decrease in the cost to access the internet, it is clear where the trend is going. The trend continues with cheaper computers, wireless connections and broad band speeds go up to approximately 24,000 kbps and in some places even higher.

Q. So the real question is why do you need a website?

A. Well I could list a wide range of statistics to show how invaluable a web presence is and prove without a doubt that your business needs a website. Instead I think it's more important to tell you what will happen if you don't have a website.

1. Without a web presence your customers will be forced to use older means of communication while your competition will be a step or two ahead. Their products and services will be in the faces of their customers faster and very available for purchase.
2. Your competition is just like you already using traditional advertisement services but in addition they have a national exposure with the web not to mention a website doesn't limit them to the size or length of time a new ad can be published. Also the cost of a website ad is on average 10% of the cost of traditional advertisements when you average the cost on a yearly base. Which means this will increase the overall expense of the total cost to run your company, and increase the chance of business failure.
3. The increase in the use of video on the internet as a vehicle to build business exposure has grown and doubled its size in a very short amount of time. It was just one year ago or so when Google introduced the video upload feature to the world. Now thousands of business owners can

- promote their products and services with specific web based videos that target a specific customer type. Videos can be placed on your website, blog, company forum, and intranet websites, which will allow your business to promote, grow, provide software training, and a wide range of other uses. Without this incredible and very visual ability you are really in the dark and your customers have no idea who they are dealing with. You become the business without a face!
4. This is the real killer. By that I mean a business destroyer! A website is not just your online brochure it also has a few other very important rolls in the business place. First being a document transfer and file uploading tool. This allows employees throughout your office to communicate quickly and effectively. Without this functionality you will be left with the daunting takes of controlling an unyielding pile of paper documents one revision after another. Not being able to upload large file will force you to depend on email communication and the all too familiar weakness with email viruses. We also can use a website as a sales tool to motivate buyers and build product value. Although the most important function of a website by far is **Business Marketing** and with all those potential clients out on the web that's exactly where you want you product or services to be. Businesses continue to use traditional means for marketing such as Paper ads, Direct Mail, Mailer Packs, Phone Book Ads, and a whole lot more. But they have one very important weakness a lack of world wide market exposure.

Where is it all going?

It's important that you understand that this article is only meant to educate not to find blame or voice my deep profound opinion. The people that have met me know that I am rarely very deep and if I am profound it is most likely about some TV show or issue with my teenage daughter. I have worked for quite a while in the internet business and there is one thing that is still very true. The internet is a fast growing medium and there is a great deal of opportunity available to anyone with enough moxie to step to the plate. Well what kind of a internet writer would I be without web useless statistics, so without any stalling. As of January 1st 2004 there where 194,000,000 domain hosts in the USA and that number has continue to grow even faster with each year. Research shows that the internet is growing my more than 10,000,000 new, static web pages each day. With this in mind why would you want to miss out on that kind of exposure?

I have helped many businesses create a professional web presence and I can help you do the same for your company. Don't waist another dollar on expensive

print ads or snail mail jump into your future with a top notch website designed just for you.

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