

# Top 10 Reasons You Need a Website Today

Source: Hired Gun Marketing, Inc.

## **Tell The World About You, Your Cause or Your Business**

Millions of people have access to the World Wide Web, and the number is growing every day. When people want information today, they reach for their web browser.

## **Cost Effective**

Utilizing the Internet is a cost-effective approach to reaching a large number of people that are interested in your product or service.

## **To Serve Your Public**

A website allows you to provide instant responses to your customers' questions. What is the range of your products and services, what are normal hours, do you provide on-site estimates, etc.?

## **Create 365/24 Service**

A website allows you to be in business 24 hours a day, 7 days a week, 365 days a year. Potential customers may learn about you anytime.

## **Advertise**

Your website can act as a billboard or business card. Anyone traveling the information highway can see your billboard. And they can take the information and save it, print it and pass it around like a business card.

## **Reach New Markets**

Your website, or a portion of it, can be easily customized to attract any market. You can concentrate on local areas, go national or even global. You can go for niche markets, such as sports, collectibles, high tech, etc.

## **Sell Your Product**

The World Wide Web provides another avenue for businesses to sell products and services. Today's technology allows for secure transactions over the Internet. It can be safer than handing your credit card over to a complete stranger in a restaurant.

## **Make Changes Available Quickly**

In life and in business, things change every day. Prices, schedules, availability, specifications, requirements and regulations are only a few examples. With a website, these changes can be posted almost immediately. Your site visitors will be notified much sooner than if they had to wait for printed materials.

## **Gather Information From Your Visitors**

What do visitors to your website have to say about you? How do they perceive your products and services? What would they like to see from your company? The list goes on and on. Whatever you want to know, you can ask.

## **Stay Competitive**

If you're in business, you have competition. Do your competitors have websites?