

## WHY DO I NEED A WEBSITE?

Practically every business has a need for a website for one or more of the following reasons:

- To promote an entity or concepts
- To provide information
- To sell a product or service



### PROMOTION

Many companies originally set up their website simply as a means to advertise and promote the products or services they provide. This provides the company with an additional means of advertising in a VERY cost effective way. This also exposes your business to a whole new audience. Almost half of the people who use the Internet do so to shop for a product or service.

### PROVIDING INFORMATION

The purpose of many websites is simply to provide information. Perhaps you don't have a product or service that can directly be advertised or sold online. This does not negate the need for a website. When consumers want information about a company they will typically look online prior to using any other information source. Failure to establish a web presence results in a loss of credibility in the minds of potential customers.



### SELLING

Perhaps the most popular purpose of having a website is for the purpose of selling goods and services online. The sole purpose of many sites is e-commerce. Online general retail merchandise is projected to hit revenues in excess of \$150 billion dollars next year. The number of online buyers is also expected to double over the next several years. There is a tremendous market for selling products online. This is quickly becoming one of the most popular methods of reaching consumers. Businesses without a website are completely missing out on this segment of the market.