

## **10 Reasons Why your Local Business Needs a Web Page**

From the most simple of web sites to a dedicated store front, a web site provides present and potential clients with current, up to the minute information that will keep them coming back. Having a web site is the first step to marketing on line. It works for you 24 hours 7 days a week – a highly cost effective employee if the full potential of the power of the web is utilized. The cost of a web page or your lack of “tech-ability” should not be an intimidation or a hindrance to taking advantage of this magnificent marketing advantage. A professional web page can easily be yours!

### **Here are 10 key reasons to consider getting a web presence today.**

**1) Your Web Site Works for you 24 hours a day, 7 days a week**

A web site is your dedicated, loyal employee working through the day and night to answer the questions of those passing through. When set up carefully to utilize the search engines, people will find your business and get their questions answered.

**2) Your Web Site provides ease of Customer Communication**

As a local business person, you are an expert at building relationships with your customers. You recognize the value of converting that one time visitor into a regular returning client and you know how important it is to your success to keep that customer coming back. A web site provides an easy way to keep communication fresh and current. It is easy to update offers, send out newsletters and let that customer know just how much you appreciate them. You also value the word of mouth marketing these regular customers provide for you. If they are happy they tell their family and friends. A web site provides a presence to which others can “send” their friends that will provide all the contact information, business hours and product information that they need.

**3) Your Web Site Provides Customer Service and Support**

When a customer needs your help, they can use the specific information on the web page to find out how to get the help and support they need.

**4) Your Web Site Provides a Locator Tool – Local Customers can find you easily**

By posting your address and business hours it is easy to link to a map program that not only shows the location but it can also provide directions. MapQuest and Yahoo Maps are two services your potential clients are familiar with. It is easy to provide that link directly on your site.

**5) Your Web Site Provides Product and Service Familiarity**

Through your creative description of the products and services you provide, your clients become familiar with you and your business from the comfort of their home. They come to you feeling as if they know you already. Your Web Site helps you sort out the “seekers” and the “buyers” by

providing meaningful and helpful information. You are able to distinguish what sets you apart from your competitors and establish your credibility through testimonials, product descriptions and policy descriptions.

**6) Your Web Site Provides an Educational Platform**

Use portions of your web site to provide educational material about your services and products. How might this be useful to this person? Why is your service beneficial? How is your perspective a better approach? Let them know the story behind the scene – why are you passionate about what you do? You can offer your customers more than just your product line. You can develop a community and offer expertise.

**7) Your Web Site Will Generate New Business - Globally as well as Locally**

Today this is a Global Market – not just a local market. Perhaps you have a unique product that others around the world want. By having a web site it opens up the potential of a world market.

**8) Your Web Site Provides Flexibility**

Store specials – Web specials – new product line – selling out the old product  
A Web Site allows you to schedule promotions, sales and new products with little or no cost to you. Once your clients are “trained” to go to the web site for specials or notices, it will do the work for you. Unlike printed materials, web copy can change quickly. You can test potential sales and change promotions in mid stream to make it better for you and your clients.

**9) Your Web Site can Provide Interaction**

Customer feedback helps businesses grow. Having an effective way for your customers to communicate their experiences and ideas with you allows you to implement meaningful change quickly. Web sites have the potential to offer surveys that reach more clients.

**10) Your Web Site Can Provide you with a Contact List**

Having clients opt in and sign up for your news letter or specials allows you to build a customer contact base. Building a personal relationship with clients keeps them returning to your store and your site. Using your contact list professionally and with integrity builds trust and loyalty.

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