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10 Benefits of a Website for Small Business

Your small business needs a website because the Internet is where your potential and current customers are. You also need an Internet presence on social media like Facebook and review websites like Yelp, but your website is the completely under your control and won't change unless you change it. When someone needs something, they may ask a friend or coworker, but they will probably just "Google it". Google is an Internet search engine that primarily returns results in the form of websites or ads. If you don't have a website but your competitors do, who do you think your potential customers are going to contact?

This guide looks at 10 benefits of a website for small business.

Look Professional

A website makes you look more professional. As part of researching your company, a potential customer may type in your business name into a search engine. If your website doesn't appear, it puts a thought in their mind that maybe you don't have your act together. They were trying to find out more information about you and they couldn't.

Having a website does make you look more professional, but it needs to be modern in appearance and mobile friendly. Website design themes change over time. Some are more timeless than others. If your

website is looking dated, it might be time for a refresh. Additionally, if your website doesn't appropriate fit on a smaller screen on smartphones, you risk turning off potential clients.

24/7/365 Internet Presence

A website allows you to be available to talk, indirectly, to your potential and current customers 24 hours a day, 7 days a week and 365 days a year. Of course, there are things your website can't communicate but many questions can be answered. This starts with the basics like your address and business hours. Your website can explain your services and give your pricing. Depending on the amount of content you provide on your website, you can answer any number of questions for your customers. In fact, if you add a Frequently Asked Questions (FAQs) section, you can directly answer the most common questions you receive.

Contact and About Info

A website can provide your contact information and information about your business. Two of the most common website pages are Contact and About. They are because this is what website visitors want most from a company. They want to find out your address or phone number. They might want to send your business an email or ask a question via a contact form.   Additionally, they may want to learn more about your company. Your About page should provide answers like a description

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of your company, some history on your company and some information about how your approach your services or products.

Explain Services or Products

A website can explain your services or products. Your services or products are the primary reason your business is a business. You are trying to sell them to your audience.   In turn, your audience wants to know more to help them determine if they are interested in moving forward in their purchasing decision. You should explain the benefits of your services or products while also explaining the features.

Pricing

A website should show pricing. Pricing is a complicated topic. Everything has a price, but some selling techniques are to give out the pricing at the end of the sales process. The thinking goes that if you have convinced someone of the benefits and features of a service or product, they will be more likely to purchase regardless of the price. However, think of the number of times you have purchased something yourself and price was at the top of the list in making your decision. An additional point is that if pricing is the last factor, you could always lower the price to make the sale. These are techniques to close a sale, but they take a lot of time and energy that may or may not result in a sale. On the other hand, if you list your price, a potential customer can make the determination along with the benefits and features. If you want to remove the fear of losing a sale, offer a discount or coupon

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with a timed offer. Regardless of the sale techniques you want to use, communicating pricing on a website can be a benefit.

Past Work

A website can allow you to show off your past work in the form of an image portfolio or image gallery. Past work is a strong indication of competence and a major factor in someone's purchasing decision. Past work shows what your company is capable of. It might also give ideas to a potential customer of things they didn't know are possible. Displaying your past work allows potential customers to see the range of services you offer using images. Images can communicate things better than words. Images are a more objective way of communicating.

Testimonials

A website can also include testimonials from your past customers. Testimonials are like reviews but are statements you solicit directly from your customers. Potential customers like to learn about how the experience of working with your company or using your products went. A website is a great way to show testimonials because you can include the testimonial along with the person's name. You could even include their picture if the customer allows.

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Get Leads

A website allows you to get leads. A website can have a mechanism to ask for contact information in a website form. You can ask a website visitor to submit their contact information and some details about additional information they would like to learn about your services or products. The website visitor fills out these form fields and submits the form. You could provide a link to your email address, but a website form is easier to fill out for a website visitor. You should also provide your phone number, but a website form is available 24 hours a day. Additionally, some people don't want to provide their phone number for personal reasons if they are just starting their research. Regardless, the key is a website allows a number of ways to turn a website visitor into a lead.

Make Sales

A website can make a sale. Some services and products can be sold directly from a website. A website can be configured to provide ecommerce. This solution provides a catalog of your services or product with images, descriptions and pricing. A website visitor can add items to a cart and then checkout. The checkout process can record a shipping address or service location, pick shipping costs, calculate taxes and process payment. Order notification and invoice information can be sent via email. Making sales using your website is the best benefit because it is completely automated.

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Analytics

A website can record analytic data on your website visitors. This data can include many parameters. Information about your website visitors can include number, which pages they view and how many times, location and type of technology used to view your website. Additional information that can be determined is how they found your website. If you configure the analytic solution, you can also determine if they interacted with your website in specific ways like clicking buttons or if they accomplished a goal of filling out a website form. All of this data can be viewed over different time periods and even compared to previous time periods. These analytics allows you to learn many things about your website visitors that you wouldn't have unless you had a website.

Summary

A website can greatly benefit your business. A website can make you look more professional, be available at all times and provide information about your business. It can also explain your services or products, give pricing, show your past work and display testimonials. A website can get you leads, and it can make sales. More sales means more revenue which is the benefit of having a website.

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