In our last article I guided you through what are most important elements of the website, where we have covered most important things to remember about. But we haven't talked about maybe even more important thing: why would you even need a website? While there are multiple reasons behind different types of websites, we will focus on one case: why any business should always have a website?

Be Found!

While there are many ways how you can reach your potential customer, like phone, email, local newspapers – the Internet allows you to reach almost anyone on the globe. Not only local people, reading local newspapers and living in your area, but also passersby, people who come to visit town or family. Easiest way for your potential customer is to search a service of certain kind in certain area.

You must be sure, that your business is listed in proper area and in proper category. It must be described to Google in a way, that it will recognize your position and specialty properly. It's also a good thing to ensure , that you are present on local business listings – backlinks will give your website more "juice", which will help you to get to the top of search results.

Increases your range

Do you have your closed circle of customers? Only the old ones, that are always visiting, always loyal, always coming back? I am sure you do. But what if you could increase number of your customers – would you do it?

Website allows you to use completely separate tools, in fact a whole range of tools, that allow you not only to reach new people, but also to know better your client, in a statistical way. Statistics can provide you information, that customers would never reveal to you directly – and it allows you to direct and focus on proper group of people you want to reach. For example, if you had knowledge that male clients in their late 50s living in 20 miles radius from Berlin give you most money, wouldn't you focus your marketing efforts on this type of client?

Shows that you are a professional (or not)

Websites can be either good or bad. Let's think about it; what customer thinks about when he visits your website? That your service quality is on the same level,

that your website is. So by doing bad website you are telling your customer “I don’t care, I just put a website here, here’s some basic info, or maybe not even full info, you have to live with it”. But by doing a fully professional website here is what happens: “Hey, this one is pretty nice… all information are here, I can read it on phone or on desktop and I feel good about reading. There is no trouble finding information and I see they also do a professional blog. So if their website is so good, then their service must also be of *good quality*!”

I think, that choice is obvious here.

Helps you to be recognizable and consistent

Website and social media allows you to make one more important thing: become recognizable. And I don’t mean spamming here – I mean, that your logo should be known and user should be able to find you in different places, like Facebook, Twitter, YouTube, etc. – not only Google. This way you also gain more credibility.

It allows you to do one more thing: ensure user in consistency in your business. By sending the same type of message via different media you are telling your users that you know what you are doing. This message can be different based on your business model and marketing strategy. You can see that giants are doing this. If cars could talk, then Aston Martin would say: “Our cars are not cheapest, but those are luxury cars” – while on the other hand Ford: “Maybe I am not luxury car, but I get the job done!”

I hope that by this article I made it easier to understand why having a website for business is important, and essentially vital. You can read more about websites and Internet technology next month on TechTalk – stay tuned!

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