

8 Reasons why your business needs a website

As a business owner, you might be questioning whether you need a website in 2019. After all, with most people now using social media, websites are so ‘1990s’. What’s more, 35% of small businesses think their business is too small to need one.

But the reality is that, even in 2019 – and no matter the size or nature of your business – there are many reasons why you need a website. Here are our top 8.

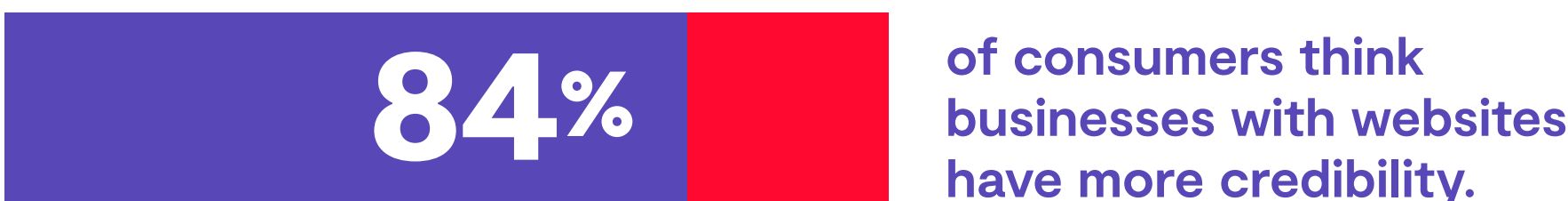
1 Help customers find you

Good websites aren’t just about online sales. They help you reach potential customers, communicate your values and ethos, and make sure you’re not missing out on potential new business.



2 Build trust

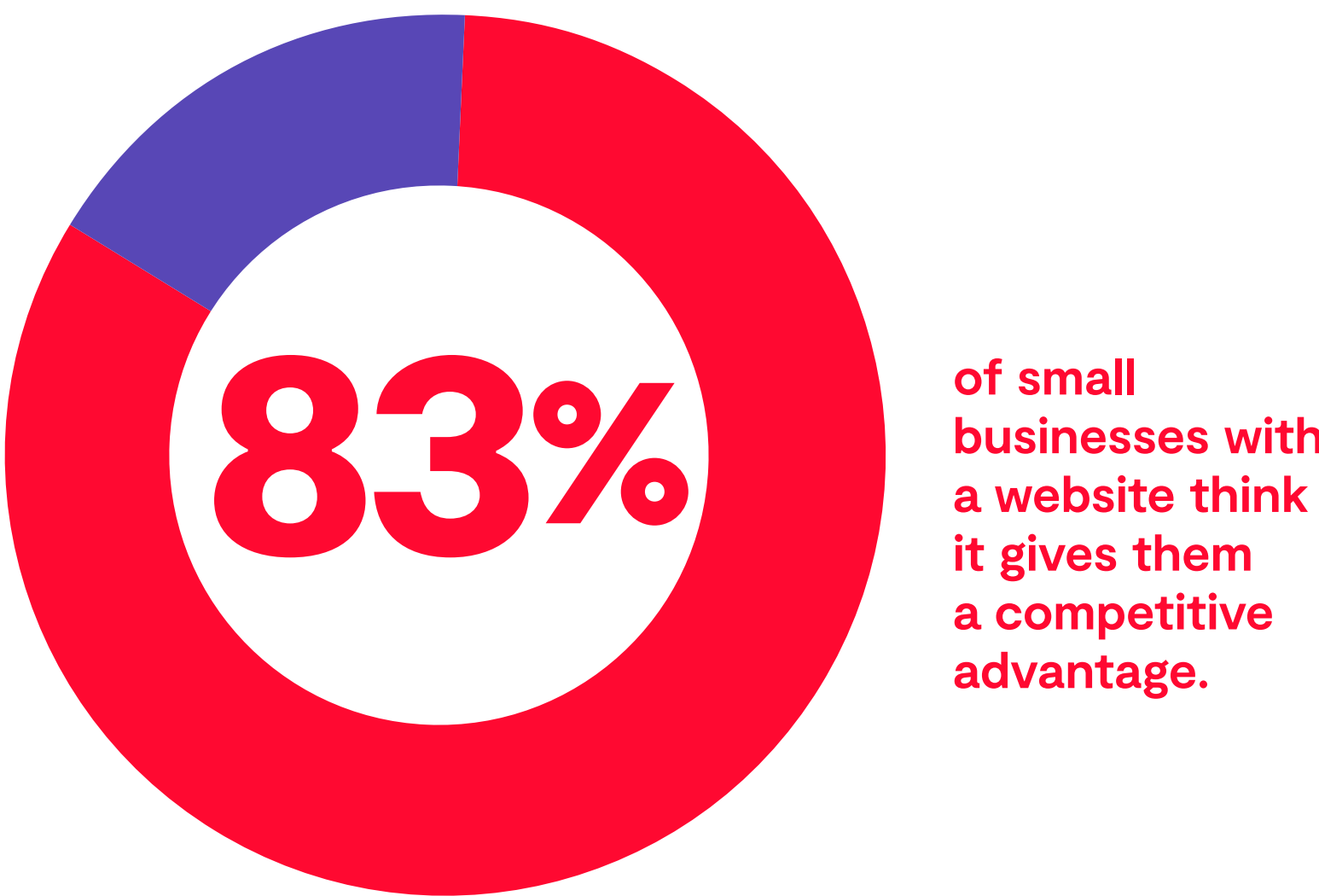
A good domain name and professional-looking website helps to build trust with existing and future customers.



3 Showcase your business

Don’t leave it to chance. Show your business in its best light: who you are, what you do, and what your customers like about you.

Even if you don’t sell any products online, you can sell yourself.



4 Enhance your image

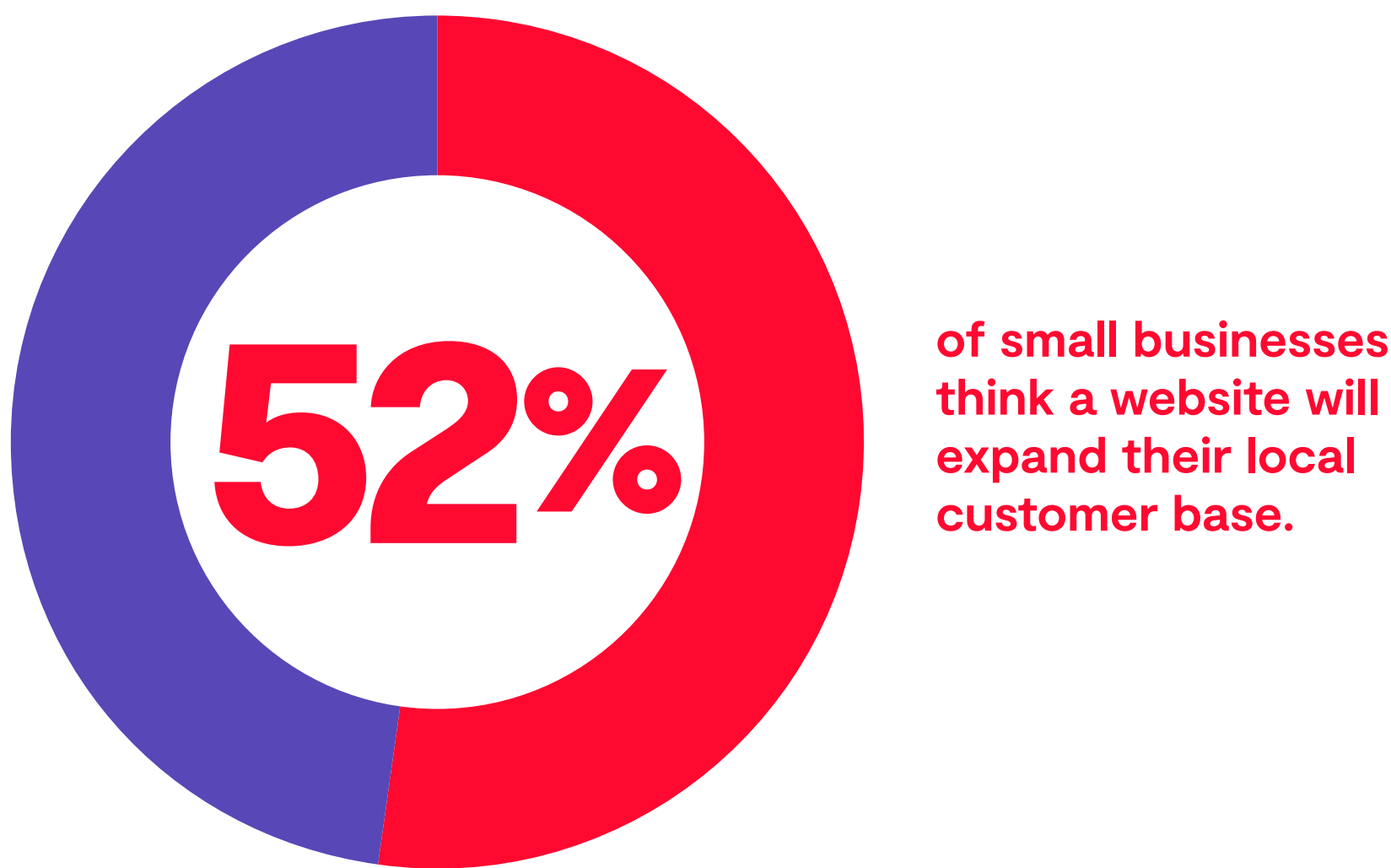
What image do you want your business to portray?

A good-looking site, domain name, and an email address that reflects who you are can help to project a ‘professional’ business image – even if you’re a sole trader working from home.

5 Go global

A website can help you reach a global audience, exposing your products and services to more potential customers wherever they are.

Even if you’re an exclusively local business, your website can still help you reach more people than word of mouth and local advertising.

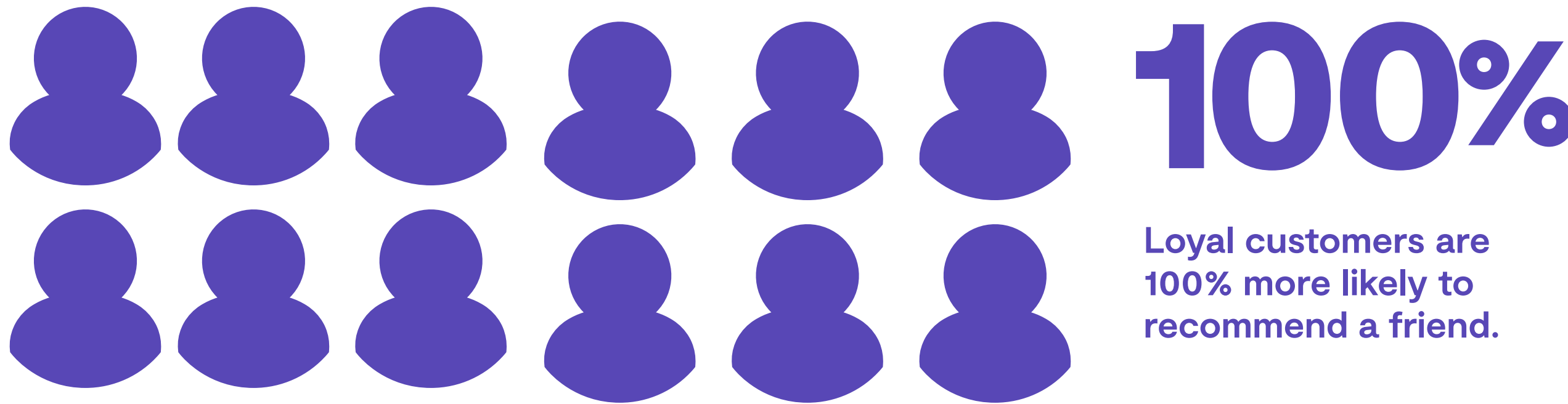


23% are hesitant giving their credit card details to businesses using a personal email address.

6 Take care of your customers

Your website lets you communicate with customers (and potential customers) more easily.

When customers receive great support, they recommend you to their friends and keep coming back.



7 Marketing, your way

If you’re relying on social media and review sites to talk about your business you’re missing out.

With your own website, you can control the narrative. Post positive reviews, talk about the things you want to, and host rich and valuable content from blogs to videos.



8 Round the clock

When you’re open for business round the clock, your marketing never stops.



24/7/365 You might go home at 5 o’clock. You might be closed at weekends. But your website is active 24/7/365.

Intro: <https://www.godaddy.com/garage/wp-content/uploads/2015/09/GoDaddy-Global-Small-Business-Report-2015.pdf>
1. <https://www.retaildive.com/news/why-researching-online-shopping-offline-is-the-new-norm/442754/>
2. <https://blog.verisign.com/getting-online/verisign-2015-online-survey-97-percent-of-smbs-would-recommend-having-a-website-to-other-smbs/>
3. <https://www.godaddy.com/garage/wp-content/uploads/2015/09/GoDaddy-Global-Small-Business-Report-2015.pdf>
4. <https://aboutus.godaddy.net/newsroom/news-releases/news-releases-details/2016/Consumer-Trust-In-Online-Small-Businesses-Strengthened-By-Professional-Email/default.aspx>
5. <https://www.godaddy.com/garage/wp-content/uploads/2015/09/GoDaddy-Global-Small-Business-Report-2015.pdf>
6. <https://blog.hirefrederick.com/the-frederick-blog/3-reasons-why-loyal-customers-are-more-profitable>