

KREATIVE WOLVES

# 12 WAYS A WEBSITE CAN DOUBLE, TRIPLE OR EVEN QUADRUPLE YOUR BUSINESS

FREE RAPORT



# Benefits of a Website for Small Businesses

A well-designed website is one of the most powerful digital marketing tools entrepreneurs can use. Among the countless reasons why small businesses need a website, a good website is essential to increase your online presence and credibility.

A 2021 survey of over 1,200 business owners found that 1 in 4 small businesses do not have a website. Many business owners may think having social media accounts on Facebook, Twitter, Instagram, and LinkedIn are enough.

However, without a website, these small businesses lack a “home base” from which their social accounts can link, affecting Google search rankings.

# Why do small businesses not have a website?

A study commissioned by Verisign concluded nearly two-thirds of consumers believe a business with a website is more credible than a company without one. Despite this, some small business owners choose not to have a website for various reasons, including:

A limited budget (e.g., cannot afford website hosting or a web designer)

Lack of tech-savviness or understanding of marketing strategy

Social media marketing meets their primary business needs

However, simply having a website could put you a step ahead of your competition. A site is one more way to drive potential customers, revenue, and overall value to your business.

# Cultivate a professional web presence

Rather than just being the corner shop or local business down the street, having a website—especially one with an appealing web design—gives the impression you are serious and ready to do business with all kinds of customers. After all, a well-made website can lead to business success.

# Become an information resource

If your business is in a niche industry, having a website allows you to build your reputation as an authority in your field. Create a blog section with informative articles and link to it on your landing page.

Potential customers doing a Google search on common problems related to your industry will be more likely to find you. Plus, after they read your blog articles, they'll see how helpful you can be to them.

According to a HubSpot survey, 56 percent of consumers reported a blog influenced their decision to make a purchase. Even if those who read these blog posts don't become customers right away, you've spread the name of your business without spending a dime on traditional advertising or marketing campaigns.

Whenever possible, describe your services in your blog posts and include a call to action (CTA). For example, if you are a plumber, include multiple mentions of "affordable plumbing services," so anyone searching that phrase is more likely to discover your website. The CTA can be as simple as a button or link that says "schedule an appointment" to convert new customers.

# Own Your Name

Creating a site and buying a domain name (e.g., [www.business-example.com](http://www.business-example.com)) helps stake your claim to your business's name. Plus, it's a quick and easy way to improve your brand identity.

You can also get a unique business email that will add to that sense of branding (e.g., [yourname@business-example.com](mailto:yourname@business-example.com)). Many website hosting providers will include custom email addresses as part of their offerings.

# Increase leads from online

Increasing visitors to your website is good, but gaining customers is even better. With a well-optimized and mobile-friendly website, you get your potential leads to call, sign up, or purchase a product from your company. You can turn your website into a leading salesperson for your company.

# Develop a Mailing List

Once you have a website built, add a form for people to sign up for your mailing list or newsletter. This will give you an easily accessed database of potential customers to advertise to. According to a 2020 study, 78 percent of marketers considered email essential to their company's overall success.



# Save Money On Printing

Paper catalogs and brochures can still be helpful in point-of-sale situations, but what if item information changes? It is more efficient to have all relevant info on your website, where it will be much cheaper to edit and revise. A combination of print and web marketing materials will likely be the most cost-effective way forward.

# Reach Online Consumer

According to a 2022 survey, about 63 percent of the entire planet's population, approximately 5 billion people, have internet access.

Since most people can access the internet, even having a basic landing page as your business website is helpful. For many consumers, if they can't find something online, it doesn't exist as far as they are concerned. A web presence means being able to reach people where they are. That includes smartphones:

A study conducted in 2021 found that 85 percent of American adults own a smartphone. Statistica estimated that in 2021, Americans spent over 360 billion dollars purchasing products and services while using mobile devices.

Most websites these days can automatically adjust to fit both smartphone and desktop computer screens. If most of your customers seem to always have a smartphone in their hand, then it is a good idea to be able to reach them directly.

# Create Value For Your Customer

Your staff can spend less time explaining the basics of a product or service to inquiring customers. If a consumer is not at your store, you can directly refer them to your website if they have any additional questions. Those customers who like to “kick the tires” before purchasing will be able to do as much advance reading on your offerings as they want.

# Boost Brand Awareness

Place your website address on all your existing promotional material, e.g., business cards, brochures, etc. You could see increased sales. For example, even if someone who picked up a piece of product literature isn't planning to buy right away, you may have planted a seed.

When the consumer gets serious about making a purchase, your website materials are easily accessible. Your site is likely where they'll now start their product research in earnest. When you combine traditional promotional materials with the added resource of your website, your business is more likely to “stick” in customers' minds.

# Builds Credibility

In the modern world, there have been cases of mistrust between the buyers and sellers in different fields. It is an expectation of every customer to have some information about a particular company before purchasing from them. Potential customers go through online reviews to learn about specific brands before placing orders. As a businessperson, you should look for a reputable website designer who has extensive knowledge in web design. The web brings a positive experience to your customers in all areas of your company, thus increasing sales.

# Online Presence 24/7

Having a business website will help you to sell your products and services to your loyal customers at any time. The site allows the customers to continue placing orders, even outside business hours. Additionally, the business website will enable customers to view the features of your products and services in the comfort of their houses.

# Now Building a Website is very easy and affordable

Unlike in the early days of the internet, you do not need to know computer code or HTML to make an impressive-looking website. Catering to small businesses with a limited budget, modern web design companies are a “one-stop-shop” that can handle all the technical details for you.

Most have a variety of customizable templates to choose from so you can build your brand identity. Creating a website is now very easy—and affordable.

If you like what you read and still you are in doubt whether you should make a website or not.

**Congratulations!**

We have a **free** 30 minutes consultant call. You can call us and solve any query regarding a website for **absolutely free.**

Just drop us a text in this 7686905338 WhatsApp number and we will get back to you.