

Bibi Ventures

www.SimpleWebDesignsOnLine.com

Why do you need a Website?

Credibility / Brand Image:

The number one reason companies need a website is simply to establish credibility with their audience. There is a general perception that a company without a website is not trustworthy or established. Consumers are becoming increasingly sophisticated in researching companies before purchasing goods or services, often using the internet as a tool to read user reviews, determine if a company's values match their own, learn more about product specifications and if possible make the purchase online.

"If it isn't on the internet then it doesn't exist". Similarly, if your company isn't online then your company doesn't exist in the eyes of your customer. If no one can find your company they can't do business with you.

Global Visibility:

A website is the easiest and cheapest way of telling the widest audience about your business. Simply put, your business won't be successful if no one knows what it does and what it offers them. Your website could be used to achieve a great many things to promote and grow your business, such as...

- ...a marketing tool to bring in new business
- ...a retention tool to keep your existing customers coming back
- ...a basic information tool to:
 - let your customers know what your hours of operation are
 - provide maps to your location
 - provide phone number and contact information

A website is an equivalent or comparative to a Yellow Pages ad or prime time TV advert spots.

Do you have your own website?

If you said **yes**, great then you know some of the benefits having a website bring you.

If you said **No**, Then let us show you some reasons why you need a website. Some of the reasons why some businesses do not own websites may be as follows:

- a. You do not realize all the great things having a website can do for your business
- b. You think that your business is too small to own a website
- c. You think you may not be able to afford the cost of designing, hosting and maintaining a website.
- d. You think you already make enough sales to the people you know you do not need a website.
- e. You do not do business on the internet so you do not need a website on the internet.
- f. You think Perhaps it'd be a lot of work for little reward so it is not worth it to have a website.
- g. You have in the past tried to have a website, spent a lot of money and either the design or the hosting gave you problems and you just gave it up.

Whatever your situation is, though, **you need a website**, and we are here to tell you why.

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Seven reasons why you need a website.

1. People Will Look for You Online.

Sooner or later, someone's going to type your name or business into a search engine. What do you want them to find? -Nothing, or worse yet, your competition. These are people who want to find you. They are looking for what you are selling, and if you don't have a website then you're letting them down – they expect to find you online. For many people, you might as well not exist if you can't be found with a search engine.

Not having a website is like not bothering to get listed in the phone book. Can you run your business without a phone or contact information? In this "Information Age" we live in having a website and being on line is vital to the survival of your business.

2. You portray a credible company/brand image

Consumers interested in your goods or services will place a value and level of trust and credibility for your company because you have taken the time to put your website up for your company and products to be found and researched about on line. They can take time to read about your company vision, products & services and reviews and decide to transact business with you without even speaking to you first.

Names of the members of your team, products information, company information, business location, contact phone numbers, fax, e-mail addresses can all be easily accessible at once on your website which is accessible on line 24 hours a day and seven days a week even if your local office is not!

3. Websites Cost Next to Nothing.

Up until a few years ago it cost a lot to run a website – but those days are long gone. There are literally thousands of places that can host your website. There are free hosting companies that give away space in exchange for putting banner advertising (of which you have no control) on your site. Some internet service providers also may give free hosting space. These types of hosting are however more suitable for hosting personal websites and not for business sites.

Utilizing a free hosting for a business sites sends the wrong message to prospective clients of a cheap business man who likes cutting corners and does not value his business enough to invest in it and would probably handle all other business transactions in the same manner!

Your business website from which you expect to make money and returns from is worth the financial investment of you paying to have it hosted on line.

There are great low cost hosting companies on line today. You can take a look at their great hosting plans. You can even try some of them for 30 days for FREE. It has never been cheaper for you to have a website than it is today.

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4. Websites are Great Advertising.

Have you looked at the cost of newspaper, magazine, radio and television advertisements today? It will cost you an arm and a leg to advertise your goods and services in the manner you want to advertise in those mediums.

Whatever you're advertising – services, products or just yourself – a website is a great way to do it. Every other kind of advertising going costs a premium, especially if you want to target a specific kind of person, and there's no guarantee that they're paying attention. Websites are like brochures that are free to reproduce, interactive, and quickly distributed to people who are already looking for them. No advertising medium even comes close to the ease-of-use and effectiveness of a website.

5. A Website is a Worldwide Presence.

You can market and sell your goods and services to any one, anywhere in the world without doing anything more than having a website. On the web, it doesn't matter whether someone is next door to you or on the other side of the world, they can see your website just the same as anyone else can, and it doesn't cost you or them any extra. Phone and mailings both cost enormous amounts long-distance, but your website lets you send information anywhere without any extra effort or expense. You can acquire new clientele and contacts in places you've never been and will never go – suddenly, working globally is no more effort than working locally.

6. Your Website Can Save You Time.

Giving out information takes time, whether it's on the phone, or in brochures, or even if it's just emailing every prospective customer. Websites are designed to save you time. All your prospective customers as well as your family and friends can go to your website and read about your products and services. Customers can see your whole product catalogue without ever needing to talk to you or visit you. This is the power of the web: things on it are written only once, but can be downloaded endlessly – a good website runs itself, and keeps being useful to people for much longer than you'd expect.

7. Your Website Can Make You Money.

There's a lot of money on the web, and it's not hard to get some – the longer you're online, the bigger your share can get. If you have something to sell, you can sell it worldwide, thanks to credit cards. Most hosting companies even offer merchant accounts and offer several great ways for you to accept online payments and build your business. Pay pal also offers a way to get paid without revealing your personal information on line.

Doing business online eliminates almost every overhead there is: all you need to do is have the goods. If you've written something useful, you can put it out there with a few ads. You can set up a steady trickle of income... and there's no limit to the number of trickles you can set up.

You need a website and we advise you **get one designed for you today** and move to another level of business!

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