

# 14 REASONS

## **Fourteen reasons why every business needs a website today.**

**1.** To have a second storefront, open 24 hours a day, seven days every week. Overhead cost is minimal. After construction, your upkeep is little more than \$20 per month for life!

**2.** Adds credibility to the business. The consumer of today is smart and learns more about a company and its services from online sources before they buy. Your business should have at least a basic website presence to compete.

**3.** Removes physical and geographical limitations; thereby, expanding local and even global market business opportunities.

**4.** Optimizes existing advertising when you add the '.com' name to all print advertising, radio, company vehicles, store windows, etc. Turn a two inch yellow page ad into a full size, multi-page, beautiful, interactive website that provides the business owner with an edge over competitors.

**5.** Capability to sell products and services online (electronic commerce). Provides web site owners with the ability to drop ship products, reducing up-front investment for inventory purchase and management.

**6.** Real time credit card processing - the retail customer commits to purchase before merchandise has to be shipped.

**7.** Order tracking and inventory control at your fingertips.

**8.** Enables business to maintain and expand existing customer base.

**9.** Open a new market using internet search engine traffic (the virtual interstate highways of the internet)

**10.** Provide answers to the most frequently asked questions of your prospective customers.

**11.** Increase revenue for your organization by direct sales and with earned referrals.

**12.** Track current marketing and advertising efforts.

**13.** Levels the playing field - Unlike a physical location (building), the online business can compete with a larger and more established company. The perception of your business can be dramatically improved.

**14.** Monitor website traffic of your webstore 24 hours a day. View customer visits by date and time, pages viewed, keywords and phrases used to find your business and much more.



Increase sales for your business  
with a professional website system  
by Zamudio's Art Studio



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