

5 Business Booming Benefits Of An Effective Website

This is a compilation of a series of five blogposts revealing...

FIVE of the **Biggest Business Booming Benefits an Effective Website** – mixed with a few simple online marketing strategies – will bring to your business.

You see, just putting up a couple of pages and calling it “a website”, is no longer enough.

But don't worry, I'm not trying to kid you it's *difficult* to create an effective online presence – actually it's just common sense.

It's all about the way you share your message with your customer – as if you are in the same room together and talking face to face. I have some real life examples a little later on to show you exactly what I mean.

So let's start with our first benefit – and it's a big one...

1) It makes your business stand out

I heard a report on the radio recently which said, 80% of UK businesses now have a website. From my own research and experience, I would say the number of independent local businesses with websites – is currently **much** lower.

Of the 200+ businesses who regularly advertise in the excellent Go Local magazine in my local area, only slightly more than 50% currently have a website. And these are businesses obviously quite “savvy” and proactive in their marketing.



If you provide a product or service in a sector where the majority of your competitors **don't** have their own website, your business will **stand out** "head and shoulders" above them. You become one of the premier business providers in your field – and are seen as a "professional" in your area of expertise.

If you provide a product or service in a sector where the majority of your competitors already **do** have a website, getting your own presence online is a bare minimum requirement. But even here, it is still easy to have a website that **stands out**.

You see, many business website are little more than "contact pages" and don't attempt to "connect and engage" with the customer at all. They may explain what they do – but **not** what they can do for their customer.

Here are a couple of examples – one bad, one good – to show you what I mean...

[Click Here](#)... to read them now

So "**standing out**" is not just about **having** a website, but about how you share your message with your prospects and customers.

Finally, being able to include a website address on your business cards, flyers and print ads – is just as important a benefit as being "found" when people search for you online.

You may have noticed I haven't mentioned how important it is to make sure your website stands out by **looking better** than all your competitors. That's because it doesn't!

Yes, it's important it looks sharp and clean and not cheap and tacky, but having the flashiest, fanciest website can often have a detrimental effect.

Welcome to Day 2 of this week's **5 Business Booming Benefits Of An Effective Website** – if you missed Day 1 it is immediately below this article or you can [Click here](#) to go straight to it.

2) It provides a perfect introduction of you and your business

You can give your prospect much more information on a website than it's possible to include on a business card, flyer or in a print ad.



It tells your visitor who you are, what you do, what you stand for, how you are different from everyone else – and why they should choose to do business with **you**.

You **don't** need a flashy, animated, "clever" site to impress your visitor – in fact, quite the opposite.

A smart, simple, easy to navigate website – stamped with your uniqueness and personality – is just what you need to create that memorable impression.

It is much easier and less "salesy", than a phone call or a conversation face to face... for **both** parties.

This is a **very** important factor these days. More people want to make their own decision, from their own research – and would rather do this without speaking to anyone in the process. Sad maybe... but true.

You will have a good idea what your customer is looking to find out about your business – and you can give them all the information they need to know to take the next step.

You can say everything you want to say without interruption and they are relaxed because they are in control.

If they like the sound of what you are offering – and don't forget, they **were** searching for you for a reason – they will then get in contact to find out more.

A few months ago my partner was looking for Horse Riding Schools for herself and our daughter. She searched online and looked in the Yellow Pages, but she didn't consider any business that didn't have a website.

She wanted to get a **feel** for a school that was right for them both.

If none of the Riding Schools had websites, she would have had to phone or visit to check them out. But enough **did** have websites for her to make a judgement and a decision – and she has been very happy with the choice she made.

The businesses without websites never got over the first fence – pun intended.

At the **very least** an effective website is an online business card or brochure for your business. But, as we will see over the next few days – it is **so** much more than that.

Welcome back to Day 3 of this week's **5 Business Booming Benefits Of An Effective Website** – let's jump straight in...

3) It creates confidence and trust

There is an increasing **expectation** for a business to have a website – and even a concern or doubt if there isn't one.

If you don't yet have an online presence for your business, you **will** be losing some potential business to a competitor who does.



When a business has a website it is seen as being more professional and serious – more modern and dynamic – more established and less “fly by night”.

This is especially important if you don't have many years of business experience and contacts to rely on – or maybe you are mobile and don't have a premises where your customer can visit you.

I do try to resist clichés – (“it's a real no-brainer”... “it's been a journey”... *and the one that **really** makes me cringe*... “it's been an emotional rollercoaster”) – BUT I just can't keep this one in!

Having a website really does “level the playing field” for your local business to compete with much larger companies and organisations. In fact it will usually raise you **above** the larger businesses because you will provide a level of personal service they cannot even get close to.

And talking of service... a website is a marker of the level of **customer service** you offer throughout the rest of your business. If someone can go to your website and quickly and easily find the information they want – this will deliver that all important, positive first impression.

Whether they are looking for your address, telephone number, opening hours or details of your service – they will now have the information they need to take the next step.

And it's a bit of a misnomer that only people under 40 are searching for information on the web. The older generation are catching up and becoming much more web savvy all the time.

My Mum, who's in her late – sorry – mid-sixties, says how frustrating it is when she goes on a website to find contact details and opening hours for a business – and really struggles to find them.

She says unless they are a business she already knows and trusts, she will click away and look to find someone else.

Having a website for your business increases your **credibility** and inspires **confidence** and **trust** in a prospect or customer who is "looking to buy".

Welcome to Day 4 and today I'm going to start by sharing something that may be a revelation to some.

An effective business website actually has **two** very different, but **equally** valuable elements.

Most people just see a website as being a "**marketing tool**" and in doing so completely miss a huge part of what it offers your business.



What is often missed is that an effective website is also... a time and labour saving "**business tool**".

Which element is more important to you will depend on your business – and what you most want your website to do for you. Often there is an overlap between the two.

In the first 3 days, we mainly looked the “**marketing**” benefits, including how;

- just **having** a website can make you **stand out** from your competitors
- you will be seen as one of the most **serious** and **professional** businesses in your market place – and an “**expert**” in your field
- it provides **instant credibility** and builds huge **confidence** and **trust** with prospects
- it acts as an **online business card** or brochure, to showcase your talents
- quality, relevant and **easy to find** information on your site demonstrates the level of service your customer will experience when they do business with you
- including your website address on your business cards, flyers and print ads, makes your business seem more professional – even if they never visit your site!

So how can a website be an effective “**business tool**” as well as a “**marketing tool?**”

Well we touched on one of the ways yesterday, when I mentioned how important it is for someone to be able to go to your website and find all the information they need.

If they can find out where you are, what time you’re open and what you can do for them – they are not taking up your valuable time, contacting you to find out.

And they won’t get peeved off if you don’t answer the phone because you’re engaged, busy with another customer or closed half day on Wednesday!

Of course the purpose is **not** to dissuade people from contacting you or so that you never have to talk to anyone ever again, but to give people the **option**.

So this finally brings us onto our penultimate **Business Booming Benefit** – and yes, this and our fifth benefit tomorrow, are both counted as **business tools**.

4) It pre-sells and prepares to buy

All the things we have mentioned so far this week are a part of this process. If your prospect has a good experience at your website, by the time they contact you they will be ready and eager to sign on the dotted line.

OK, it may not be quite as easy as that – they will want to know you can provide them exactly what they want, within a certain time frame at an acceptable price – but they are definitely what you'd call a **hot** business lead.

You won't have to persuade or sell to them, because your website has already **told** them you are the company they would prefer to do business with.

You might not think a simple "informational" website can be that powerful – but it **can**. This is because **they** have found you on line, or tapped in your web address from your flyer, etc – and they are **looking** for what you are offering.

Are you now starting to see possibilities and opportunities for your business?

Wow! Here we are – the end of the week already. I know time is precious so let's crack straight on with our very last **Business Booming Benefit Of An Effective Website...**

5) It can build long term business relationships

We all know the hardest part of any business is having to constantly find new customers and clients.

The best scenario is when existing customers return to "buy" from us time and time again – and also recommend us to family and friends.



Well your website (with a little tweak) is also a **brilliant tool** to keep your business at the forefront of your customers mind whenever they next need your service – or they know of someone who does.

It's a very simple process which works **fantastically** well for independent local businesses – and this is what you do...

i) Build a list – encourage your prospects and customers to share their email details with you, by giving them something of value on your site.

This could be a special offer, discount voucher, entry into a competition, useful guide or information – or something as simple as offering to keep them informed of any special offers you may have coming up in the future.

ii) Keep in touch – how often you do so will depend on the average "buying frequency" of your customer.

If you have a business where a good customer may buy from you four, five, six or more times in a year – you should contact them about once a month. Hairdressers, florists, beauty salons, gift shops, dry cleaners, restaurants... in fact most retail businesses would be in this group.

At the other end of the scale there will be tradesmen such as plumbers, electricians, builders, garage services or carpet cleaning. For these businesses 2 – 3 times a year will probably be fine.

iii) Educate, entertain and entice – make whatever communication you email, one or all of these things. If what you send them is interesting they will read it – but if you are just trying to get them to part with their money every time, they will not.

Do this the right way and at the **very least** you will be at the forefront of their mind whenever they need your service again (or when their friends do).

At the **very best** they will spend more money with you on a regular basis.

If you are a hairdresser and your average client has their hair cut every eight weeks, if you can tempt them to come in every **seven** weeks – your turnover will increase by over **15%** this year!

If you have a restaurant and your average customer dines with you six times a year, entice and encourage them to eat in your business **twice more** this year and your turnover will go up by over **30%!**

And that is **without** finding any new customers and **without** introducing new and different products and services to them!

For the trades and services with less frequent spending habits, it is a little different – but it still works.

And it work's because you give them something of value or interest – whilst at the same time, letting them know they are **appreciated** and **valuable** to you as a customer. Using your website this way – as a **business tool**, is a very powerful way to grow your business and reduce your advertising costs.

And so we come to the end of our **5 Business Booming Benefits Of An Effective Website** – phew, it's been a busy few days.

If you started the week thinking a website for **your** business would be a pointless waste of money, I hope I've been able to show you what an invaluable asset an effective website **could** actually be.

A website is so, **so** much more than just an online business card.

If you have any questions or would like to find out more, please [Contact Me](#) for a no obligation chat – I'd love to hear from you.

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