

Why is a Website right for my business?

Website	Save Time and Money by:	Benefit your customers by:
Who we are What we do Where we are	Answering potential customers questions about your organisation eg Opening Hours, Product and Service information, Location	Having information available for them 24 hours a day, 7 days a week
	Quickly direct potential customers to the correct people or department within your organisation	Having a no pressure way for them to initiate contact with you
	Reducing the need for printing and posting of business information to potential customers	Having a simple way that they can refer others to you
	Cost effectively Promote your Business by:	Benefit your customers by:
Additional Content	Guiding website visitors to take the action you want	Make it easy for customers to deal with you
	Educating potential customers about your business so they become qualified leads, not time wasters	Saving their time by only contacting you if you can fulfil their needs
	Maximise your Website Asset	
Revenue opportunities	Site sponsorship by suppliers or others	
	Online Sales of your products	
	Google Adsense and similar referral programmes	
	Enhance relationships with business partners through links and cross promotion	