

# 9into1.com

## WHY DO I NEED A WEBSITE?

First, ask yourself “why do I need letterhead, business cards, or signage on my store/office?”

Answer.... because all of those things and much more, contribute to your company’s image, its presentation, and professionalism. In the 21<sup>st</sup> century, a website is as important, or more important than all of those things.

Today, 92% of American businesses, and 76% of businesses overseas are online. Also 68% of all American households and 36% of households in Europe are online. Without a professional, well-written website, your business is virtually invisible, compared to your competition.

A typical person in this modern age who is searching for a product or service will look online first, and then search the yellow pages, advertisements, or other information sources. The Google and Yahoo! search engines are the most commonly used today. They receive tens of millions of requests every day, and most of them are for common products or services. For instance, if I were looking for an accountant in Whittier, CA, I would enter accountant+whittier in the search phrase bar and get 42,100 results on Google and 67,300 on Yahoo!. I would then look at the first 20 – 50 results (depending on how relevant they are) and make my decision based on the information I find.

This is even more important when another business is looking at you or your business. When I get a letter or business card, or receive a brochure, flyer, advertisement, or see a address (URL) on line, the first thing I do is look for and go to their website. If a website URL isn’t present, it tells me that the company is somewhat backwards and hasn’t caught up to the 21<sup>st</sup> century.

If the company does have a website and I find any of these:

1. A site with lots of flash but little solid information
2. A poorly designed site that looks like it was put together by 100 monkeys with computers
3. A site that takes forever to load
4. A site that has all e-commerce and little or no information
5. A site that is all articles and PR with no information about the products/services or people
6. A site that is no longer functioning

it can tell me a lot about the company and its management.

However, even a well-designed website that is not properly marketed is almost the same as no website at all. The website, like your business or storefront, must be properly advertised and the address displayed everywhere. It must also be regularly submitted to search engines by someone who knows how, so that it will be in the top 20 listings.

An attractive informative website, with good marketing, can double your business.

**“We turn your virtual goals into business reality.”**