

# 15 reasons your business needs a Radiant Website

A report by:

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**1. To tell people about your business.**

A website will inform the public about what you do, the products/services you sell, your passions and policies. It can provide related advice about subjects you're an expert on. Businesses put a sign out front to draw in local customers. When the world is a potential customer, a website is your sign.

**2. Customers now expect it.**

More people are using the Internet every day and are used to seeing businesses they deal with online. Without a website you may be projecting the negative impression that your business is "behind the times".

**3. Increase your credibility and trust.**

Like other marketing materials, a professional website helps instill confidence that your customers needs will be met in a professional manner.

**4. Your competitors probably already have one.**

While it's not as easy as "Build it and they will come", it's definitely true that if "you don't build it, they will go" to your competitors because they don't know you exist.

**5. Cheaper than print advertising.**

It's cheaper than print brochures or yellow page ads. Neither will provide as much space for your pitch as a web page can. Web pages are the same price full-color or single. Yellow pages only target specific areas. Websites target the world. You'll also save on postage. Your message won't be thrown away or mailed to an incorrect address. Websites are also easier to update when information changes suddenly so money is not wasted on printed materials that can't be used. Yellow pages are updated once a year.

**6. It is open 24 hours a day, 7 days a week.**

Customers have ever-increasing busy lives and schedules. With a website they can get information about your business or shop when it's convenient for them. You can make money while you sleep!

**7. Let customers know you have a product or service even if you don't sell online.**

Sometimes customers will search online to see if there is a local business on their way home for whatever they need to buy. If they don't know you exist, they'll go to a competitor. Another idea is to provide coupons online that customers can print and bring to your store.

**8. More customers are researching products online.**

Customers are more frequently letting their "fingers do the walking" on a computer keyboard. Make sure they can find you. Even if you don't sell your products online, you can provide information about them.

**9. Some customers prefer to look/shop in private.**

Some people like to be private in their purchases or like to be able to browse without a salesperson hovering near by. A website allows both.

**10. Increase your employee's productivity.**

Your website can include information that customers frequently call about. Less time on the phone leaves more time for running the business.

**11. Easy way to communicate with customers.**

Post notices about sales and specials, ask for emails and then send out newsletters periodically, give a section that customers can leave feedback about service received.

**12. Easy way for customers to refer others.**

Every business treasures referrals from satisfied customers. However, they won't always have your business card to give out. If they can remember your business name, then the other party can search the Internet and find your website which would have the contact information.

**13. Compete with larger companies.**

With a professional website, customers need not know what size your business is unless you tell them. If it has a professional look then it could be a business with one employee or a thousand giving small business an edge without spending more in advertising.

**14. Let people know of job openings.**

Attract more job candidates than just posting a Help Wanted sign in your window.

**15. It's tax deductible!**

As an advertising expense.

There you are, 15 great reasons your business needs a website. We, at Radiant Website Design, want to help in making your business the best it can be. Contact us today for a free consultation.

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