

HeroTechs



Six Reasons Your Business Needs A Website!

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Do you have a business without a website? Maybe you have a website and aren't happy with it. Perhaps, you have a website and are happy with it. Regardless of your overall happiness with your website one thing we find in common with most people is the common misconceptions as to why one should have a website to represent a business. [HeroTechs Inc.](#) a Long Island Computer Service company hears it all the time, "I, have a website and it does nothing for me...why should I spend more time and money to enhance it?" While there are many mis-conceptions about the subject at hand we will not explore them specifically. Instead we have decided to write this article to educate our user community about why a business requires a top level domain and a website. Before we go into the article it is important to note that a top level domain is the URL which people type to get to your website or send you eMail. An example of this is herotechs.biz is the top level of our domain. To go to our website you need to type www.herotechs.biz and to eMail us you need to type support@herotechs.biz. Without a Top Level Domain you cannot host your website or eMail for your company.

Below are the six reasons your business needs a website:

1. **Instant Credibility**
2. **Online Communication**
3. **Lower Marketing Costs**
4. **Increased Revenue**
5. **Increased Profit Margins**
6. **Increased value of overall advertising**

1. **Instant Credibility:**

I am sure that everyone has had a great conversation with a professional who you wanted to potentially give your business to, right? What is the first thing you do? I ask for the person's business card. The card in many ways is a long term impression of how I perceive that individual. Does the person brand themselves as a professional? Does the business card use the same fonts and graphics as their website, store signs, van lettering etc...what is the eMail address? WhyUseAOLForYourEmail@aol.com is what comes to mind immediately when I see a free eMail address. If the person is not feeling worthy of investing in their own business than I, just like many other consumers immediately begin to doubt this person's ability to deliver to my needs. It tells a consumer that you do not care enough to spend the time on yourself therefore you may not spend the time required on your customers as well. When a company does have a proper website suddenly all doubts and consumer fears are at ease. The web is now the first option for many people to search for information. In fact it is now known that 25% of all Yellow Page searches are occurring online with an expected growth of 150% annually, therefore at least 25% of your current yellow page advertising should be spent online to keep up with the trend. If you're not on the web or are hard to find on the web than you may be losing potential business opportunities. Your business needs to be online and easy to find to ensure that any and all opportunities make the way to your doorstep.

2. Online Communication:

Every business feels the need to have a fax line listed on their corporate forms and business cards. Life without a fax line is viewed at times as a cardinal sin. eMail is the NEW fax...I will repeat it, eMail is the NEW fax. Fax is still required for analog company processes such as hanging folders in a file cabinet. To be competitive today it does not make sense to pay for an administrative assistant file these papers, then un-staple each set within the folders, make photocopies for a fax machine to not jam, and then finally fax the documents only to re-staple the original contents and place back into a folder in a cabinet. And what if another person needs the fax? Repeat the process. In today's computer driven world more and more businesses are online and communicate via eMail. Documents are scanned electronically and converted into .pdf files, stored on local hard disks. FTP programs allow people to share just the documents they wish to with whom they wish to share them with. Once these documents are electronic format they can be eFAXed as well. Your website can have online forms to generate leads, make appointments, or contact you. eMail marketing campaigns require a top level domain as well. The bottom line is if you want to be competitive and communicate online you need to drop the fax and utilize all the new tools available such as eMail, eFax, website, and website forms.

3. Lower Marketing Costs:

In 2008 Century 21 only had 10% of its Marketing revenue slated for online advertising and marketing. In 2009, Century 21 has dropped TV advertisements in favor of online advertisements. According to Century 21 SVP of Marketing, Bev Thorne, by "...Saving approximately 60% on lead generation and boosting leads by 235% has driven Century 21 to make the switch from television advertising to internet advertising." Said better...More Bang for the Buck!!! If online marketing has had such a profound effect on a big business as to switch their marketing medium of choice from TV to online imagine the Return on Investment online Marketing can have on your business.

4. Increased Revenue:

Your store front is open during specific hours yet the web is open 24 hours a day 365 days a year. Your website works for you even when you are closed. Many people do their research online at night when they are home for the night. In fact your website is up and running on Holidays working for you when you are enjoying the festivities. Your customers goal is to become educated enough to call the next day with questions. If the call never comes you never close the deal and you by default decrease your overall potential revenue stream. Having a presence online which provides well thought out information about your company allows the potential customer to find information about your business at their own convenience. Additionally you can increase your current customer base because the Internet gives you access to people in ALL demographics and Geographic areas.

5. Increased Profit Margins:

In number 2, "Online Communications" above we list a scenario in which a business can be inefficient with its business processes by following traditional paper processes. This causes increased labor costs, and paper costs. If you had digital processes in place using your website you would free up the administrative burdens and reduce paper costs. This increases your profit margins. Additionally how many times are you and your staff answering the same questions about services you offer? By documenting these on your website and sending the customer an eMail with more information and a link directing your customer enquiries to your website you allow them to absorb information on their time not yours. Then you can do something else with the time like following up with the customers you provided eMails and links to yesterday. Spending your time on deal closing is also more productive and by not spending as much time providing the same

redundant information over and over again you are more productive and increase your profits per sale. The fact is that spending time with people who ultimately do not need your service increases costs and reduces profits. By having pertinent information on your website you can reach your target audience who can visit your website at their own convenience and when somebody calls your business you know they are a true lead who needs your product or service.

6. Increased Overall Value of Advertising:

People like to go online to find their own information during times which work best for them. They prefer websites because it is easier than going into a store or even calling it. By using a branding approach you should have your website included on everything such as business cards, invoices, advertisements, company literature etc. When people need information about your product or service they need to find your website easily. By simply adding your website address to all of your current advertising you will use dollars already spent and by default gain free advertising to your website, You can also use your website to archive archived radio and or TV commercials. Your website can also house your printed advertising materials such as flyers and brochures as a means for someone to get a copy of something they lost. By fully integrating your website into your overall Marketing Plan you Increase the Overall Value of your Advertising dollars spent.

There are many more reasons why a business needs a website and you have just read about the six most common. There is no reason to own a business and NOT have a well designed website. HeroTechs Inc. has created many successful websites for businesses and we can help you achieve success for a very small investment in your website. If you wish to add a new level of credibility to your business through online communications while lowering your marketing costs and increasing your revenue, profit margins and overall value of your current Advertising then please **call us today at 1-888-443-7683 X2**. And remember, **“Why Call A Geek? When You Can Call A Hero!”**

Regards,
-TKM

