



JEFF HEISER CUSTOM WEB DESIGN

4851 Perkiomen Ave, Apt 60 • Reading, PA 19606-8702

(610) 223-2136

www.jeffheiser.com

WHY YOUR BUSINESS NEEDS A WEB SITE

The Internet is a vast resource of information for both businesspeople and consumers. In today's world, a web site is the first place potential customers and partners come to when they want to know more about a business. It's the primary interface with the online world and perhaps a business's best salesperson. Consumers discover its ease of use and businesses realize it is a cost-effective means of promoting their goods and services. The Internet has revolutionized entire markets, allowing all businesses, large or small, equal opportunities to market their products, services, and information in an effective and appealing manner.

The Internet continues to evolve. In the past, web designers only had to concern themselves with one medium: the computer screen. In recent years, a plethora of fully web-enabled devices with scores of different shapes and capabilities have cropped up. It is **essential** that today's web sites fit comfortably in as many screen sizes, shapes, and resolutions as possible. Even if you currently have a web site, if it is not usable on tablets and smart phones, it is time to update and redesign it. Otherwise, you are probably losing customers.

Starting April 21, 2015, your online resource must have responsive web design to stay [Google-friendly](#).

Here Are 10 Valid Reasons.

① **You are open for business all day (and every day).**

Having a web site for your business allows your customers and clients to access information on your products and services at any time. There are some businesses that operate entirely online.

② **Digital Marketing is inexpensive and reaches a wider audience.**

It is by far the most cost effective way of marketing and attracting new customers. Having a web site is equivalent to having a catalog delivered to every computer in the world. The Internet provides a **balanced** environment for small or large businesses to attract new sales.

I Build Simple Web Sites For Nice People.

It is the core of your marketing plan. Using other mediums will enhance your marketing efforts but they will **NOT** replace the value of a comprehensive web site.

③ Identity and online presence.

In the time of Google and Bing, the majority of consumers who are looking for a service or a product start by looking online. In the past when you wanted to find something fast you would let your fingers do the walking through the yellow pages and make a few calls. Now, if you want to find something – you let your fingers "Google" it. More and more, consumers use their cell phones or tablets to accomplish this.

④ Take your business beyond geographical borders.

The Internet (and your web site) has no international borders. In addition to local consumers, people in Canada, Europe, and the Middle East can type www.jeffheiser.com and get the same web site. and get the same web site as the people in Europe and the Middle East.

⑤ Stand out from the crowd.

When you have an effective web site you are able to **stand out** from your competitors. In today's digital world, a company without a web site is a company without a face.

⑥ Keep your customers informed.

You are able to keep your customers informed about your products and services in one place. Take full advantage of this by updating and keeping the content on the web site fresh. Frequently consumers are able to learn about new products and services or receive updates by visiting a business's web site.

⑦ Communication and customer feedback.

Your web site can give your customers a way to easily communicate with you on a one-to-one basis.

⑧ Branding.

Online presence helps your branding efforts. If you get email services with your domain (Most web hosts offer free email accounts.), you are able to have custom email addresses like info@jeffheiser.com or customersupport@yourwebsite.com. These are little things that can go a far way.

⑨ **Because it is the right thing to do.**

People **expect** you to have a web site. Because of the Internet's popularity and its ease-of-access, more and more customers are asking for your web site address.

⑩ **37% of consumers use the Internet at least 1 time per month to find local businesses.**

BrightLocal's recent [Local Consumer Review Survey](#) looked at the way consumer behavior has changed since 2011. Interestingly, one of the key findings was that most people surveyed were just as likely to turn to the Internet, as they were to ask for personal recommendations about local businesses. Currently, more searches are conducted using mobile devices than desktop/laptop computers.

Conclusion

The Internet is 25 years old already. People under 35 are vaguely familiar with daily life trends before the Internet. In [1985](#), there were about 340,000 cell phone users in the USA. Today, that number has grown to [252 million](#) and [174 million](#) of them use smart phones.

It's no longer acceptable to just have a web site. Preferably, it is one that is well thought out, meets your business and customers' needs, and is easy-to-use on all Internet-ready devices. My web designs not only can achieve these criteria, but also will make your business **STAND OUT** from the crowd.