



The Importance of a Good Website for Any Small Business

The world is going digital at a rapid pace, and it's more important than ever for businesses to position themselves to take advantage of this trend. According to the data published by the Search Engine Journal, more than 9 out of 10 online experiences start at a search engine. In simple words, if your business does not have a professionally designed website, you can be losing out on 90% of the market opportunities for your business.

A good website can serve as the nerve center or hub of a company's digital presence and marketing activities.

There are many ways to promote your business, including social media, PPC ads, blogging, email newsletters, online press releases, and various other digital means, but a website is what strings all of these unique campaigns into a cohesive marketing strategy.

If your website is compelling, with an attractive and intuitive web design, it will deliver a high rate of conversions from visitors who arrive on your website through multiple marketing channels.



Establish Strong Credibility

A website is the most visible face of any business. Potential customers are going to judge the quality of a business by the quality of their website. Even the finest business with a poorly designed website is going to make a bad impression. In today's fast-paced world, the first impression is often the last impression. The connected customers of today (whom Google calls Generation 'C') are likely to quickly move on to the competition if a merchant's website design fails to attract them.

Whether a business is dealing in B2C or a B2B products or services, most customers who are seeking to buy them will first try to evaluate a business through their website. They may want to learn about the company's background, the products or services they offer, and what other customers are saying about them (through customer reviews and testimonials). If a business's website provides all this information in a well-laid out manner, and the visitors can navigate it quickly and easily, they are likely to win in the marketplace.

It is also important to remember that today's discerning customers do not really differentiate between big and small companies, as long as they are getting the product, quality and price that they want. **A solid website lets small, locally-owned businesses compete against the biggest players in the industry.** There is no reason why a "mom-and-pop" business's website cannot dramatically outshine the sites of larger companies. In the eyes of the customer, the business's image and reputation will be enhanced with a web design that stands out in the crowd, and sets them apart from their competitors.



Be Available and Accessible

Many small and mid-sized businesses make the mistake of assuming that only e-commerce companies need a website to sell their products online. It is important to understand that even if their products are available only through physical stores or they are a service provider, their customers still want to remain in touch with them online. **With a good website, a business can be available and accessible to their customers 24x7.**

Through a website, a business can provide the directions and map to the stores or offices to assist customers in locating them easily. Many customers are too busy these days and they may want to review a company's products, services or menu in advance. Some may want to do product and price comparisons with competitors or see examples of their work. An efficient business website design can enable customers to perform all these activities.

Some businesses may even choose to include a 24x7 chatbot service on their website. This way they are engaging with their customers even during off-business hours. They can announce the launch of new or upcoming products and services to help customers with wider choices. A website can also direct site visitors to their Facebook, Twitter, Instagram, YouTube, LinkedIn, or other social media pages to enable them to interact with the business more effectively.

When you empower customers with this level of online accessibility, chances are that they would visit a store or office with a pre-decided mind to buy a particular product or service. It saves the customer's time, makes life easy for them, and makes them feel positive about a business.



Promote Your Business Cost-Effectively

Digital marketing has overtaken the traditional forms of marketing by far, and no business today can afford to ignore the power of digital marketing. A website can serve as the foundation for all the marketing activities of a business. It can deliver a very high ROI (return on investment) as long as a business has an excellent website design backed by quality content and solid SEO techniques.

A pleasing website design, easy to use navigation, and fast download speed are among the key factors that search engines such as Google will consider while ranking your website. A well-built website has a much better chance to rank higher in search engine result pages (SERPs) compared to a poorly designed website. When a business outranks their competitors in localized Google Search, they will start winning market share and achieve solid new leads, inquiries, and sales regularly.

A website can be the most effective form of advertising and communication for any small business. They can provide useful and enriching information to educate and inspire their customers through text, images, graphics, podcasts, and videos. They can cast a much wider net by reaching out to different customer demographics with unique tastes and preferences through a single, comprehensive website.

Investing in an excellent website design shows customers that a business cares about them, wants to engage with them, and help them make informed choices. Businesses can increase their customer connections, improve customer service and, most importantly, boost their brand image and trust with their customers through a user-friendly and compelling business website.