

Facebook Page vs. Website

“Do I still need a website if I have a Facebook page for my business?”

Some businesses use a Facebook page as a stand-in for a company website. Knowing the differences between the two is important to your success.

Facebook Page	Website
Limited Flexibility - you can upload a logo & photos, but you can't change the Blue & Grey.	Beautiful Site Designs - Specifically designed for your small business.
Co-Branded - Can't get rid of "Facebook" logo.	Branded Just for You - A website is specifically designed for YOUR business including your own custom domain name.
Advertisements - these appear on the side of your page - possibly featuring your competitors!	Ad-Free - Your website is all about you and not the competition.
No Control - If a negative comment or review shows up, it's there for everyone to see.	You're the Boss - Control when, where and what you want your customers to see.
Timeliness - there's no hiding the fact that your last post was 2 months ago. Even posts from a week ago can feel old to visitors.	Keep Content Fresh - Easily add new content whenever you want without previous content appearing old or "out-dated".
Not everyone is on Facebook - 1 out of every 3 people are not on social media - and many people specifically avoid it, and refuse to click on Facebook results in their Google searches.	Expand Your Reach - A website enables you to reach internet users across the globe no matter what their social media preferences are.
Facebook vs. Google - Did you know Facebook is one of Google's biggest competitors? Google doesn't tend to favor their competitors in search results... what does that mean for your page's visibility in search engines like Google?	Search Engine Optimized - Let your website rise to the top of local search results on all the major search engines including Google, Yahoo and Bing.
Terms & Conditions - Every social media site has their own rules about what you can and cannot post, including promotions and specials.	Make Your Own Rules - Don't let someone else determine how you run your own business!
No Ownership - You are at complete mercy of the corporate executives at Facebook. If your page gets shut down for a reason that's not your fault, you can't do anything about it.	You Own It - With your own website you are never at the mercy of someone else's business decisions.
Analytics - Stats and reporting tools are limited to what the site offers, leaving you in the dark about analytics.	Useful Stats - Access detailed traffic stats to learn about your site visitors and their behavior, so you can make smart business decisions.

The Bottom Line:

Social media is NOT a substitution for a website but can be a valuable extension of your brand and a helpful component of your marketing strategy. While a Facebook Page can be beneficial, your website is where customers will go first for accurate, trustworthy information about your business.