

WEB - SITE ADVANTAGES

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If you are constructing a Website, then we hope you are aware of its advantages as well. Here, in this chapter, we have listed out a few major advantages of keeping a website.

Business is Open 24x7

This means that once you put your business onsite, then your business is open 7 days a week and 365 days a year. Even if you are in different locations of the world then you will be able to serve your customers on 24x7 hours basis.

Increased Customer Base

Because anyone in the world can see your website so you will gain customers from other states and countries while you are putting in the same amount of effort and money.

Tremendous Cost Saving

This is one of the biggest advantages of having a business online. You do not need to keep a big man power and lot of resources to maintain a business on site. There are many other cost saving opportunities while keeping business online. Think of how many cards you mail out to let customers know about your sale. All of that can be eliminated by putting the sale information on your website and inviting your customers to visit it.

Advertising Opportunities

Apart from saving your advertising cost, you have additional opportunities to run advertisements from other companies and start making money. If you ever advertised in a local newspaper, you know the costs. You are being charged per line, per inch, and per color. On the Web, there is no limit to how much you can put. So whenever there is a new product or service, then you can advertise it in a better way.

Creates a Brand Image

Internet is a great medium through which you can create any image of yourself which you want. It is all in your hands. For example, you can design a professional website, add helpful content, and your company will immediately take a step up in the image it represents. No matter how small your business is, with the right tools and a great desire you can make it look like a corporation on the Web.

Customer Satisfaction

If you have a really good site online, then you can give your customers a lot of satisfaction in terms of customer care. You can keep online help, FAQ, and other important information which is useful for your customers. You can create online forums for open discussion and you can conduct customer survey to take customer feedback etc.

Showcase Your Work

Whether you are a real estate agent, construction business owner or a beauty salon specialist – you can put your work on display when you have a website. Anytime a potential client wants to see your past work and projects, simply refer him or her to your site. No need to scan and mail pictures, or bring your client to a finished building project.