

Does my business need a website?

Not every business needs one, but many businesses would benefit from having a well-designed, effective website.

In deciding whether you need a website or not, you should consider two questions:

- 1.) How could a website benefit my business?
- 2.) Is it worth the investment of my time and money?

How *should* a website benefit your business?

A well-designed, effective website should help you do some or all of these things:

- Tell your story
- Promote your business
- Demonstrate your expertise
- Inform your potential customers
- Improve brand recognition
- Generate customer leads
- Sell more products/services
- Deal with orders/bookings more effectively

But not every business needs a website.

If you don't see two or more important benefits for your business or organization in the list above, you probably don't need a website.

If your customers or potential customers don't use the Internet, you probably don't need a website.

And—finally, and most importantly—if you think you can benefit from a half-hearted, less-than-professional effort, then you will be disappointed. You'll waste your time and money.

If that **was** your approach, you probably **don't** have an effective website. You have already wasted valuable time and money.

If that **is to be** your approach, you probably **won't** have an effective website. Save your time and money. Do nothing.

Is it worth the investment of your time and money?

We can help you answer that question. Consider this: Website success comes from a combination of thorough planning and competence in website design.

You should begin the development process by answering these questions:

- What is our corporate story?
- What is my company’s expertise?
- Who are my clients/customers?
- Who are my potential clients/customers?
- What do they need to know about my products/services?
- How much of the sales process can be handled online?

The answers to these questions—and to some other (more company-specific) questions—will help guide the website design.

A professional website developer should ask all of these questions to begin the process of designing **your** website.

You should consider these points when choosing a website developer /designer:

- Knowledge – Does he know website development and design—what’s available, what’s best, the benefits and pitfalls?
- Experience – Does she have satisfied website-development customers? How many?
- Availability – Are you able to discuss things with your developer easily? Is the website-design company reachable?
- Price – Will this process be reasonably priced? Will the results be cost-effective?
- Satisfaction – One of **our** competitive advantages is the SureSite Design 100% Satisfaction Guarantee. You should ask any potential website developer for their website-development guarantee. What’s her reaction? What’s his response?

We hope this guide has been helpful and that, with this information, you can make a better decision for your business or organization regarding website development and design.

For a free analysis of your website needs and potential benefits, e-mail us at info@suresitedesign.com or call us at **1-800-582-0435**.



Sincerely,



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