



Michigan

Small businesses need a web presence more than ever because:

2. **Visibility:** By creating a website you stop being invisible to the people trying to find you online. No one with any kind of spending money uses a phonebook anymore. Instead, they let their keyboards do the work with an internet search.

3.Sales Tool: The main objectives of a website should be to inform, engage and convert your audience. Your website can be a powerful sales tool. One that allows you to address your customers' concerns and give them the information they need to make a decision.

4. **Convenience:** Your clients will have the convenience of reading about your company and the services and products you offer on their own time. Customers are just as busy as you are. By having a well presented website, you lend yourself to the convenience of your clients.

5. **Market Expansion:** By having a web presence, you make yourself available to people in other time zones and even across the globe rather than the limited market audience you can reach in your own geographical area. The people who visit your website are there because they have a specific interest in your company's product or service, which you can use to your advantage.



WHY YOUR SMALL
BUSINESS NEEDS A
WEBSITE MORE THAN EVER
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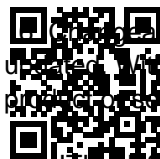
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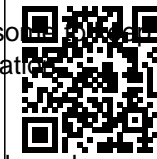
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