

# Growing Your Business Online



<http://www.LocalAdz.net>

# It's Time To Transform Your Business!

With more than 78% of internet users conducting research online before pursuing a transaction it is essential to have a web presence. Is your business prepared? Do you have an online presence?



Websites have become the first impression a potential customer interacts with. Without a web presence you business is missing out on this essential part of consumer research.

**Without a web presence you risk losing business to your competitors.**

Not being online is an advantage to your competitors. Web-savvy competitors will be included in that initial consumer research and decision making process. This leaves yours your business at a disadvantage as your chances of capturing online customers will be slim.



## Smartphones & Mobile Devices

Is your business ready to capture business from smartphone users?

Smartphones and mobile devices have made it even more convenient for potential customers to research purchasing options. Not only is a web presence necessary but now a mobile optimized website is necessary.

40%

It is said that 40% of US smartphone owners compare prices on their mobile device while in-store, shopping for an item. Without a mobile optimized website your business could be missing out on hundreds of sales opportunities.

## Growing With Online Marketing



Online marketing is the new paper marketing. Print such as the Yellow pages is being used less often. In today's world searching the internet for new products and services is the way to go. It is certainly no surprise that businesses are taking notice and utilizing this new medium to reach their customers. Its essential you and your business partners consider whether or not a website is right for your business.

There are many reasons to get your business online.

As a business owner a website should be part of your marketing and branding and initiatives. The truth is, a professional website can have a large impact on your business. If consumers are not able to find your business online you are at a severe disadvantage to your competition.

## Make A Great First Impression

Make your website the first impression your customers get of your business online. With a website and proper search engine optimization you can give your customers the first impression of your business you want them to have. This is extremely important. With websites like Yelp, Twitter, Facebook, Google and more there is a good chance your business will be reviewed or commented on. This can really be a bad impression if any of those sites our bad reviews and leading your customers away. Don't let this happen to your business. Take control of your reputation online.



Join The Conversation

Consumers are online more and more and it's time your business joins the conversation. Having your business found online is much more than just search results. There are many social sites review sites and other aspects of being online that your company can benefit from such as being located through GPS. With a website those sites will be able to quickly find the appropriate information for your business and get your business index in their systems.

It is very important that people can get your company's information from your website. Customers will have the ability to find you, contact you, review products and make decisions based on your web presence.

Being online gives you the potential to reach a much larger audience. You can even reach a global audience if it fits in with your business's strategy. It is a great way to supplement your offline business and gain exposure to a much larger audience.

## Give Your Customer's The Support They Need



One often overlooked aspects of a website is the comfort your customers receive from having 24 /7 customer service available to them. This does not mean that you have to work around the clock in answer every customer's question as it comes in. But it gives your customers the comfort of contacting you when you may not be in the office.

## The Importance Of Owning Your Website



You might say “my business is already online I have a Facebook page.” Well this is well one good there are a few things you need to consider. Remember when MySpace what's the biggest social media platform. What is Facebook goes by the wayside as Myspace dead. Facebook or any other social media service could go away at any time and all the hard work and effort you put into building up your business on those sites to go away with it. Social media sites should be used in parallel to your business website. Your business website will not go away and you can be confident that the assets you build there will be around forever.

## Reasons Why Business owners avoid creating a website



### **IT WILL COST TO MUCH:**

There is a common misconception that a website has to be expensive. Small websites that don't require a lot of customization can be built for a very reasonable price. The investment will certainly be worth your while as it will help you drive more customers to your business which means more revenue for you.



### **I DONT HAVE THE TIME OR KNOWLEDGE TO UPDATE MY WEBSITE:**

Content Management Systems have made updating your website a simple task. What used to require HTML coding and technical knowledge now only requires a few steps and the ability to update your

website through a simple text editor. Content creation can also be a very affordable task to outsource. If you don't have the time or desire to create engaging content it can be outsourced.

### **✘ MY COMPETITION ISNT ONLINE:**

Stay one step ahead of your competition and start growing your business online. Having a high quality website can separate you from your competition and give your business a competitive advantage.

### **✘ I CAN JUST USE A FREE WEBSITE ONLINE:**

If you really want to brand you business it is certainly best to have your own domain and website. Invest in your business and treat your website as an asset. This is the only way to truly own your content and create a fully customized website that supports your business processes.

### **✘ I DONT UNDERSTAND SEO OR HOW TO MARKET MY BUSINESS ONLINE:**

Search Engine Optimization and marketing your business online will come with time. It is also something you can outsource to knowledgeable professionals. Getting your business online is a step in the right direction and it will ensure you business has an online presence.

Are You Ready To Grow Your Business Online?

**LET US HELP!**  
**GET IN TOUCH TODAY**



[www.LocalAdz.net](http://www.LocalAdz.net)

[LocalAdzLV@gmail.com](mailto:LocalAdzLV@gmail.com)

702 - 518 - 6567



**702-518-6567 - LocalAdz.net - LocalAdzLV@gmail.com**