

Website Benefits For The Small Business

By Gwyneth Wint

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Nowadays, it's rare to find a large organisation that does not have a website and there are ever more reasons for smaller businesses to ensure they also have a presence on the web.

If you compare the growth of the internet with that of radio and TV, you'll find that it took radio 38 years to attain an audience of 50 million people and television 13 years, yet the internet has taken a remarkable 4 years to realize the same results, that's quite an achievement.

The Internet is one of the fastest growing modes of communication and according to the UK DTI, there are over 100 million users registered. Online trading is in excess of £6.5 billion with the expectation it will grow to over £250 billion within 3 years.

To the small practitioner or business owner, the opportunities inherent in Internet technology are exciting and groundbreaking. It opens up new ways of doing business and provides you with a way of accessing markets hitherto unavailable.

Distance is no longer an obstacle

- The Internet allows you to do business faster than ever before
- Online transactions are instantaneous.
- Documents, photos, letters, brochures, and flyers can be sent out very quickly and comparatively cheaper than the cost of postage.
- Ten times more emails are sent each day than the post office could possibly handle
- Research shows many people now go straight to the Internet, when searching for information, rather than turning to a book or the phone.
- Many businesses are pleasantly surprised to receive orders from customers on the other side of the world

What can a designer do for you?

If you're considering a website for your business a designer can work with you to create the following:

- A web site that conveys the essence of who you are, what you are offering and within a budget you can afford.

- Can help you develop a plan of action.
- Can give advice on the feasibility of your ideas.
- Can come up with ideas if you are at a loss.
- Can create an interesting and workable website.

Other Benefits of a Website

In addition to the opportunity of marketing to millions more people, your website also helps improve your relationship with existing clients and customers"

- You can build stronger, more effective relationships that are not subject to the constraints of space, time or finances.
- You can provide up to date information about your products and services to both existing and new clients and cut down on the amount of literature you need to mail out.
- You gain the opportunity to build a database that allows you to develop email-marketing campaigns, again at very little cost
- You can develop email-marketing campaigns at very little cost.
- You can spread the word about special promotions or events.
- You can send out a regular newsletter describing how you can be of service.
- You can gain valuable feedback on the service you offer
- You can provide added value to someone's life
- You can share your insights

The author Gwyneth Wint is Managing Director of Gconsultants.co.uk, specializing in offering creative services to small businesses. Building dynamic websites to suit individual business needs.
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