

Why Every Business Needs a Website



Helping your Business *Grow Online*

An Easy way to market your Small Business

More consumers are using the internet to shop than ever before and those who still purchase offline will often use the web to begin their search. This means that any business without a website is increasingly losing business. A smaller, less popular business with a website will be more likely to attract clients than a larger, well known business that does not have a site. **Building a website** is not very expensive and will greatly increase your company's sales potential.

Millions of potential customers surf the Web each day. In the past decade, many businesses improved revenue by connecting to consumers online. Sales have grown, but competition on the Web is fierce in all industries. Businesses must become educated on how to market to consumers on the Internet. Web page design can affect the popularity of a site. Here are some tips that can make the Internet into a profit center.

CALL US – 302-476-2491

What a website can do for you:



Are you thinking about hiring a Web site design service, or have built a site in-house but do not get any visits? Web design is more than a matter of combining graphics and words.

- A website does not strictly have to revolve around direct advertising. A site can showcase industry news, company products, provide insight, and tell of a company's internal affairs to make the business more noticeable to the public.

- A website is a great way to increase your company's ability to be popular anywhere in the nation and in the world.

- Whereas a business may run five days a week and phone systems may not have live operators at all times, a website will be functioning at all times. Whether providing a product or service, a conversion (sale) can be made at any point and anywhere.



"The whole ocean is made of single drops."

- A website will enable a business to inform the public of products and services on an ongoing basis. The information can be altered and updated at any time. Services and products can be described in great detail without consumers feeling the pressure and anxiety created from talking to a live representative.

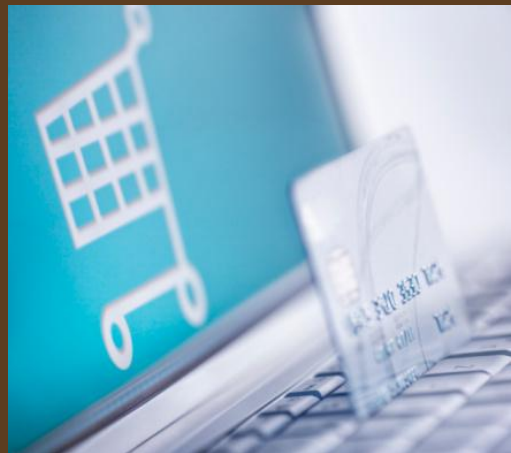
Website Design You Can Afford - Making your Money Work for You:



A websites design affects its popularity. A company's site should be designed to appeal to its target demographic.

"Unity in variety is the plan of the universe."

- Having a website will usher you into the lucrative world of ecommerce. Many people are regularly making purchases on the web instead of leaving the comfort of their homes and spending time going to stores.



- Having a site is much less expensive than taking advantage of other mediums of advertising such as radio and television.

- If your company is using other forms of advertising, the website can be used in supplement. Many businesses will exhibit their web addresses on their advertisements on billboards, commercials, etc.

- There are a variety of options to aid in modeling products and services on websites. There is a multitude of graphic opportunities to use such as video.

- Most likely your competitors have a website. Not having a website as well will leave you vulnerable to potential customers negotiating with the competition due to the convenience their site generates.

- Graphically intriguing catalogs may cost a lot of money; but designing an online catalog showcasing entire lines complete with all colors is a viable and economic process.

- Having a site will make it easier to network with related businesses and products.

- Having a website presents an excellent opportunity to deliver useful information to potential consumers. People appreciate a site that not only offers its products and services, but also can deliver informative and insightful information.

Does Your Company Have a Website?



You want a firm that can understand your business rules and your customer demands and implement it the right way. You want a firm that has an experience and proven track records into the e-Business industry... AWS has it all!

YOUR TURN TO TALK

We design, build and optimize websites that achieve your business goals. If your business is small, large or a new start-up, we work with you to produce a website that scales up to grow as your business grows. *We do custom Website Design, Business website design, eCommerce Websites, Website Hosting, Website Redesign, Graphic Design, Brand/Website Marketing and Search Engine Optimization.* **Request a FREE Quote** to get connected to our Web Specialist.

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