Top 5 Reasons We All Need a Website…

March 2017 – Presented by Paula Saunders (323) 896-0279 | paula@techphix.com | www.Techphix.com

TECHPHIX

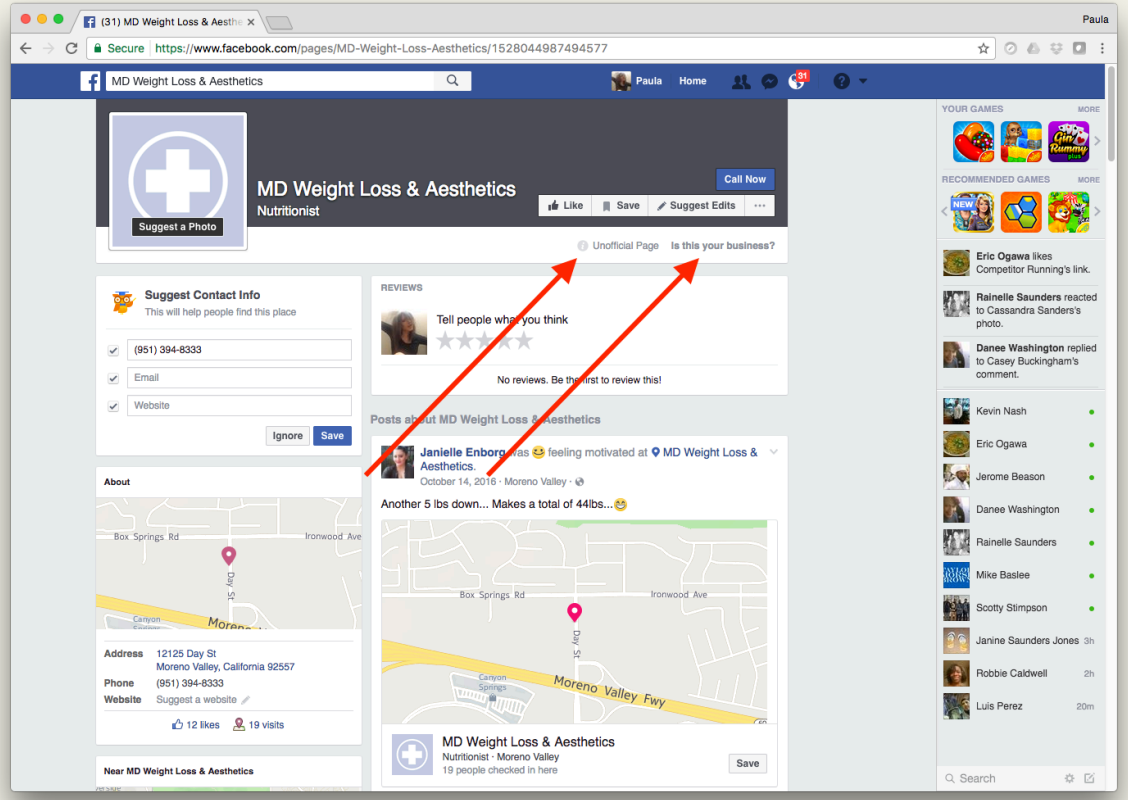
Techphix develops and maintains websites, facilitates email marketing campaigns, and manages social media for small businesses.

Though all of these marketing tools are essential, having a website is the most important by far! Many people that have had success in the past without one struggle with investing in the added expense.

These are our Top 5 reasons all businesses need a website...

#1: Control Your Online Image (Page 1 of 2)

As direct contact with customers gets more and more limited, creating a consistent brand image becomes vital in building a long term relationship with current and potential clients. If you don't manage your online image, other companies will! In the picture below, notice it says "Unofficial Page" and "Is this your business?"



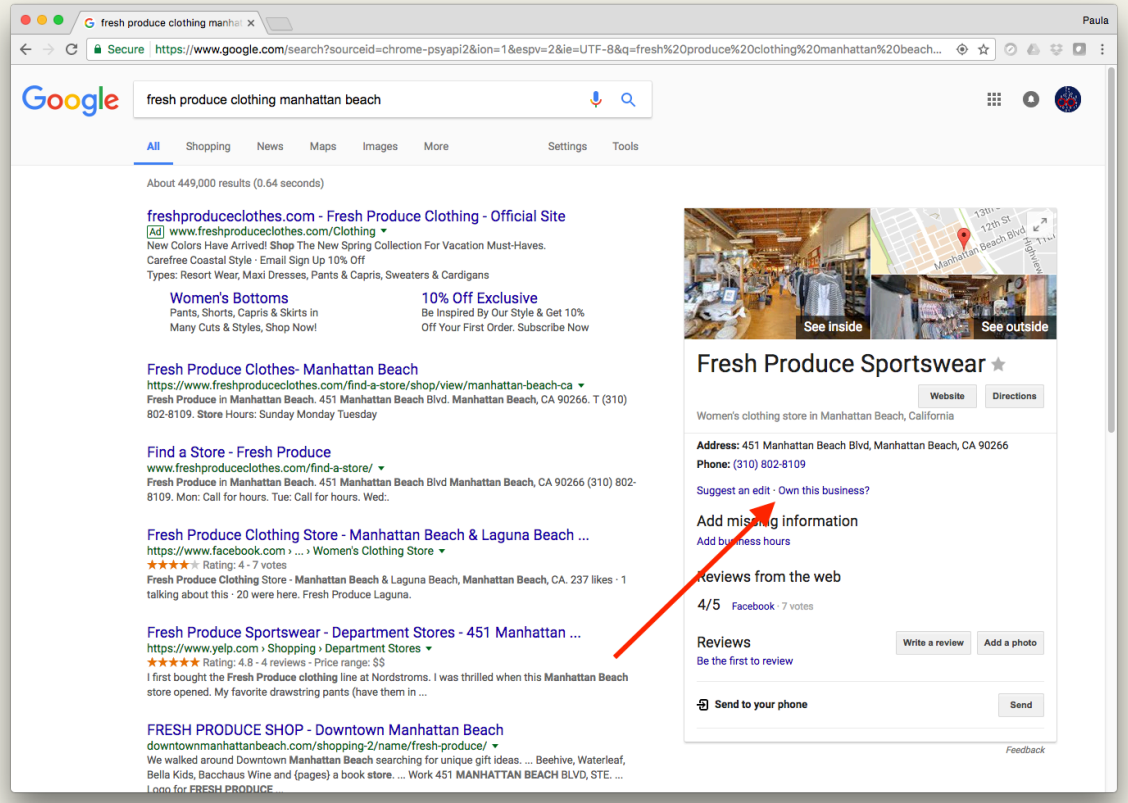
This is an example of a Facebook Business Page created by Facebook for MD Weight Loss.

Why? Facebook wants to connect us with everyone we may look for online, so they create profiles for as many businesses they can find. Unfortunately, part of the address is missing, the phone number was incorrect, and their website address is not included.

MD Weight Loss doesn't know how many customers they lost because of this. ☹

#1: Control Your Online Image (Page 2 of 2)

This is an example of Google My Business, created by Google for Fresh Produce, a family apparel store in Manhattan Beach. When you search “fresh produce clothing Manhattan Beach, the ad below comes up. Note it says “Suggest an edit” and “Own this business?”



This is an example of a Google My Business Ad created by Google for Fresh Produce.

Like Facebook, Google also wants to be our trusted advisor, so they try to have all of the information you may need when searching online. There are errors in this ad. The website button goes to the wrong website, the hours are not listed, and the ad can be edited by anyone because no one has taken ownership.

If you don’t manage your online image, other companies (and people) will!

#2 Credibility

The people you're competing with for clients have websites. Consumers expect to find any legitimate business person online. Its similar to how people judged you in the past if you weren't listed in the yellow pages.

Websites build trust, people feel like they can learn about you without pressure or having to ask you uncomfortable questions like "What makes you better than your competition? What is your area of expertise, what have previous clients said about you? How does this process work?"

They would get answers to all of those questions by visiting your website in the comfort of their own home at whatever time is convenient for them.

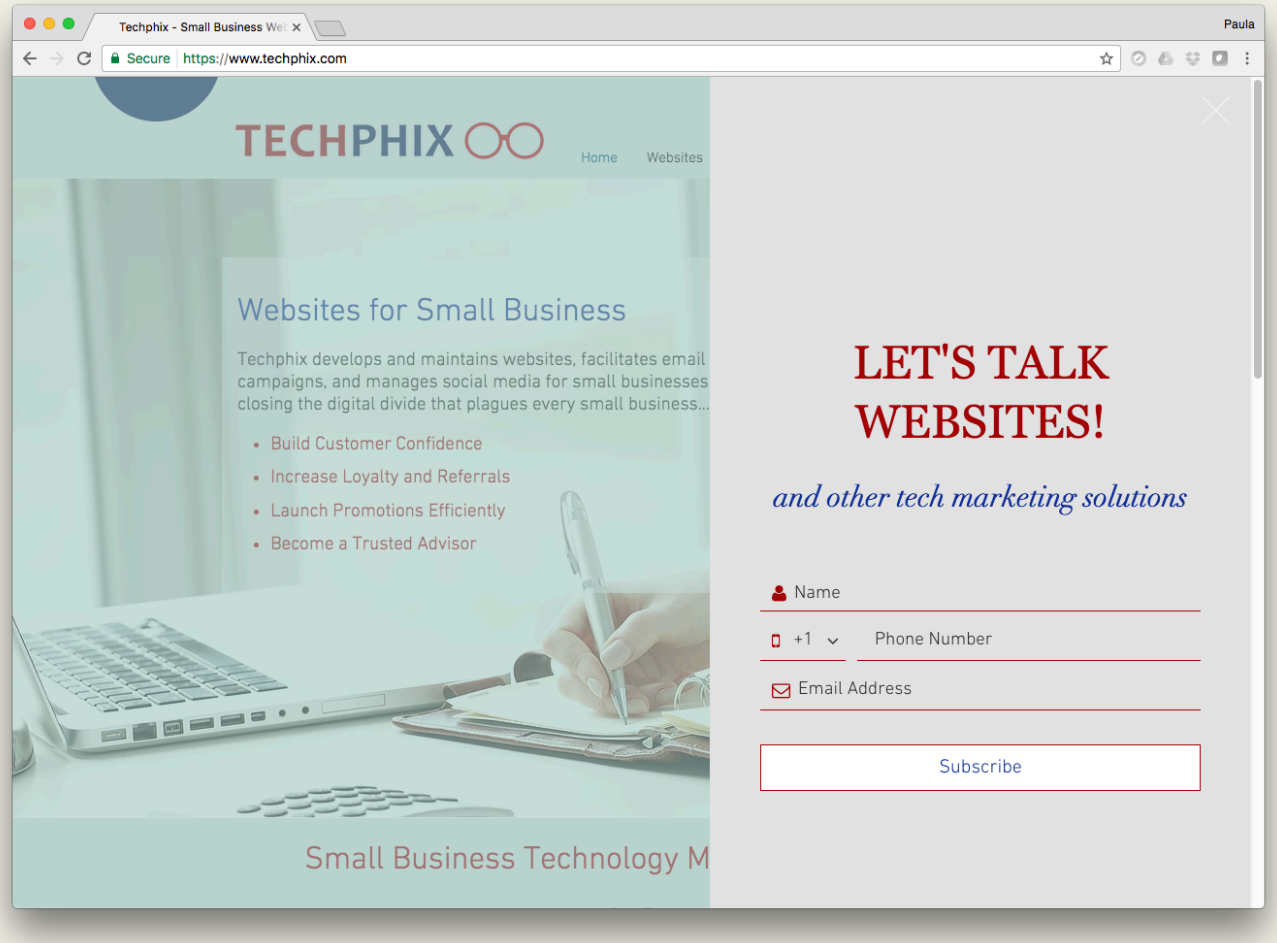
#3 Saves Money & Time

Print less flyers to take to showings, and don't worry about running out! Just gather email addresses and send links to your website to view the listing of interest. As you gather email addresses of clients you can touch them that way in addition to doing mass mailers.

Saves time because you can communicate information to all of your clients through mass emails that keep their information anonymous from one another.

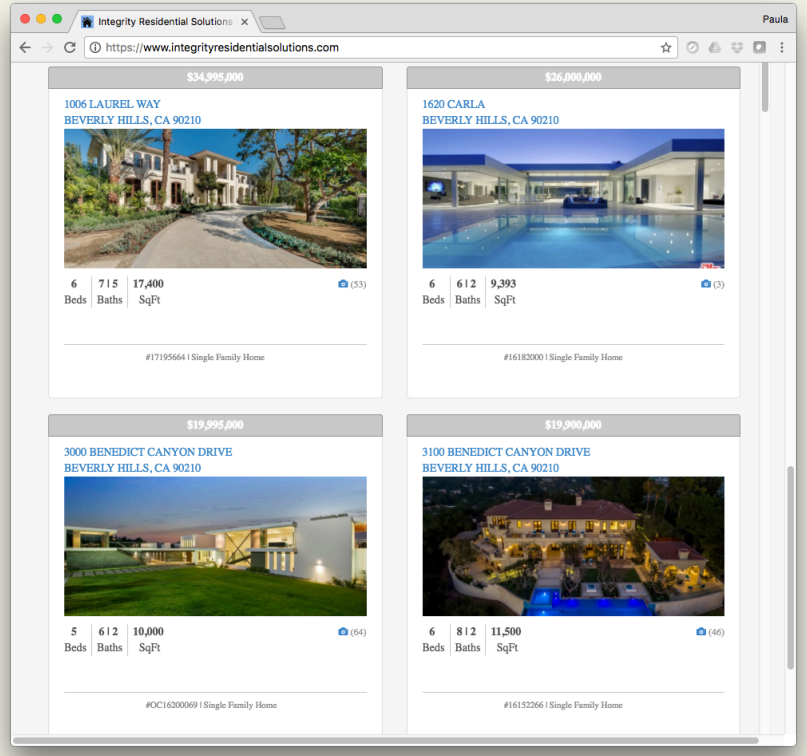
#4 Always Accessible

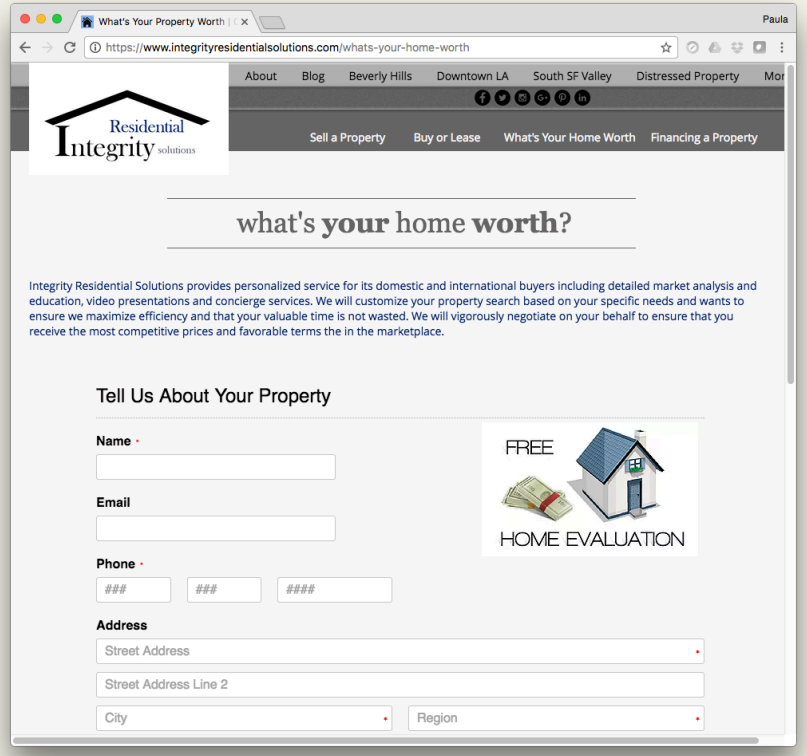
People want instant gratification. Current customers can download forms from your website, reach out with questions, and refer new prospects by giving them a link to your website. We include “Calls to Action” to entice visitors to contact you.



#5 Additional Sales Tool

Provides another venue to show houses and peak client interest. They can get details about your featured listings at any time of day, and reach out to you to move forward.





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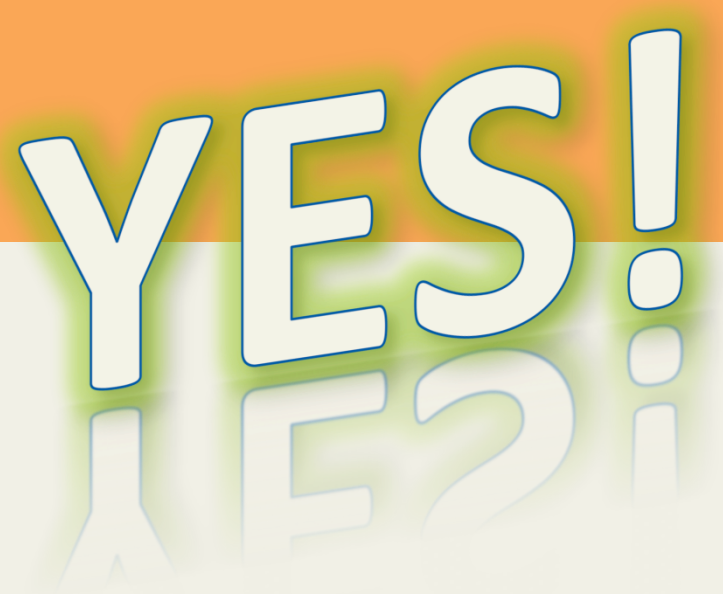
Do I need a website?



The Quick Answer

The landscape of the way everyone does business has changed. The first place we all go for information these days is the internet! If you want to be considered by new clients they need to feel confident in your stability, professionalism, and accessibility. Having a website helps to alleviate those concerns.

Visit www.techphix.com to get started!

Presented by:

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