COMPELLING REASONS
that you need a website

Article from Revalsys Technologies

This article explains about the
compelling reasons
that you need a website

In this world of technology, you can't deny the fact that internet has brought a drastic change in the lives of people. No matter where you are, within a few clicks you get the information you like. It has also changed the entire scenario of business and came into existence online stores.

As people are getting used to internet and like searching for products or services on the web, it has become necessary for a business to have a website. If you don't have a website these days, your business is really missing the benefits it offers. Over the past few years, the percentage of online sales and the revenue that an online store is generating have been increasing tremendously.

If you want reach a wider section of your potential audience, having an impressive website that offers relevant and high-quality content has become an absolute must for every online business.

Find below some of reasons stating the importance of having a website:

- **Let people know about your business**
  No matter you are a start-up or a medium sized business, you should make sure that you have an attractive web presence so that people get to know about—who you are and what you do. It's a part of brand building process which is very much essential for any business. You can link your website with your social media profiles so that people get to know more about your business and generate better brand awareness.

- **Expand your reach**
  When you have a website, it provides a wonderful opportunity to expand your business reach. You can attract people from different parts of the world and convert them into customers. But when you have a physical store only, your reach is limited to certain geographical area.

- **Direct communication**
  It's a wonderful way to establish a direct communication with your customers. Any upcoming events or announcement regarding new products or services can be made on the website that reaches the people instantly. It also helps in eliminating cost that are associated with flyers, mailers etc. And when you integrate social media platforms with your business website, the benefits you get are numerous.

- **Offers credibility**
  When you have a website, your business partners, investors or potential customers feel assured that you are serious about your business. It's a great way to prove your credibility and generate trust.

- **Accessible 24 x 7**
  Having a website means, your business is accessible round-the-clock. People can reach you anytime from wherever they want. Time doesn't remain a factor for people to indulge in online shopping when you have an online store in the form a website.

- **Have better conversion rate**
  You need to make sure that your website is well-designed and professional if you want to make your business flourish. It is essential that you provide information about your products or services in such a way, that it keeps the visitors engaged and make them take purchasing decision. Better sales lead to better conversion rate. Ensure that you offer something new and interesting so that you can retain your existing customers.

- **Get more information about your customers**
  Having a website provides you the facility to keep a record on the purchases made or know how many visitors visited your website. You can use that data of the customers to make better your targeting strategy and have more conversions.

- **Improved customer service**
  The 'contact us' section available in a business website offers a great platform for the customers or visitors to contact you directly, and help you to provide better customer service. With a business website, from getting quotes to having queries to offer suggestions or feedback, everything becomes very much easier.

- **Cost-effective**
  In comparison to other advertising methods, maintaining a website doesn't involve higher cost but the return on investment is higher. This cost-effective approach can help you make better your sales and rate of conversion when used in the right way.

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