



www.wwwart.com.au

Tailored Website Solutions
Domains | Hosting | Support

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Why have a website?

1. **The internet is still growing**

Millions of people use the internet in Australia and around the world every day. The internet gives your business the opportunity to expand into new areas and exposes your business to a whole new audience. Businesses need to get involved if they are to grow their business in today's competitive market.

2. **Potential new customer's**

New customers look to the business's website to find information about who they are dealing with. Your website is your window to the world. Your website enables you to present yourself, your staff and your business intentions clearly and professionally. Having a professional website will give you a sense of pride when directing potential customers to it for further information.

3. **Competing with the big boys**

Small and large businesses can compete on a more level playing field when it comes to the internet. A professionally built website can present a small business with all the flair and impact of larger a one.

4. **Credibility and trust**

A well designed website will present your business as a credible and professional operator. This will instill a level of trust with your customer increasing their purchasing confidence.

5. **Open for business 24/7**

Having a well laid out website with pages that have outcomes will enhance your business prospects around the clock. Customers and potential customers will be able to register, make purchases and gather information about your business with no extra effort or staff costs.

6. **Cost effective marketing**

The Internet is one of the most effective and cost efficient way to advertise. Optimising your website for search engine is extremely affordable and can deliver results for a fraction of the cost of regular print ads.



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7. **Selling online**

Any products or services your business sells can be made immediately available to a wide customer base. Your website should be considered as a second shop front.

8. **The internet is not just for business**

Individuals, communities, events and clubs are enjoying being part of the online world. Is it time you considered promoting your event or club on the internet in order to share information.