



Why do I need a website?

80% of the time people go to the internet to look for a business

Usually, the worst reason to do something is “because everyone else is doing it.” This is not necessarily the case when you are trying to sell your product or service. If you are not advertising where your competition is, you’ll find yourself left behind.

The past

In the past, when your customers were looking for a product or service, their first choice would be to pull out a phone book and search for a store or company in their area that provided the product or service they needed. Sometimes they only found a name and phone number. Other times they would get an address. Rarely would they find a photo advertisement with a list of services or products offered.

Today

With the Internet today, that same customer can go to a search engine like Google, Bing or Yahoo and be presented with a list of businesses that fit their needs, with links to their web pages. Those web pages are loaded with product pictures, descriptions, information, instructions, price lists, customer service, maps and phone numbers, and even online shopping which allows the customer to order products and services all without ever leaving their house or office.

Perhaps you have a “service” oriented practice such as accounting, consulting or law that’s already doing well and you’re wondering why you should burden yourself with the added expense and effort of a Web site. Simply, not having a web site will soon be like not having a listing in your local phone book. In the Web world, this is referred to as a “corporate presence.” Even if your best business comes by word-of-mouth, your potential customers may still want to check you out. A well-designed, professional web site will give you added visibility and credibility. The cost of maintaining a Web site is probably the most cost effective advertising you’ll ever do.

Today, the Internet is one of the first places a person who has access to a computer will go to get information. The Internet ‘IS’ information. Whether it’s information on weather, travel or a specific product or service, the Internet is THE place your customers look to for information.

I already have a website

If you already have a website you are truly ahead of the game. The question we ask to you is does it convey the information that you wish it to convey? Has it been updated for the latest Internet technologies to get you better seen organically on the search engines? Do you know who comes to your website, how they navigate it, how long?

Okay, I am convinced, I need a web site... what do I do now?

First, you need to decide what information you would like to offer on your site. This can be as brief as one page describing who you are, where you are, what you do and how to contact you. It can be as comprehensive as you wish. You can include as many pages as you like describing your products and services or offering information you feel is relative to the needs of your customers and prospective customers.

You need someone to design your website for you. That’s where we will help. We take your text information, pictures, brochures, or other graphics and combine them to make a professional website. We’ll work closely with you to make sure you get what you need and want.

Next, you need to have someplace to store your pages so they can be accessed by all Internet users. This is called a Web “Host.” JM2 Webdesigners offers a unique hosting package that covers everything from the webserver to host your website, email server for enterprise class email and data analytics so that you know who is coming to your site, what pages they go to and the order of those pages so you can further improve your website to get more conversions (sales) through your website.