

## Benefits of a Web Site

A web site can allow your business or organization to be “open” and operational 24 hours a day, 365 days a year, providing information and even selling products and services right from your web site.

### Reduce Information Delivery and Staff Costs

Reduce or eliminate printing, faxing, postage and handling, long-distance, and customer service and sales staff costs. Visitors can access information about your products and services right from your web site at their convenience. This reduces incoming customer service calls and, thus, demands on costly staff time.

### Keep Information Up-to-Date and Always Within Reach

Unlike a printed brochure, business card or catalog, no one can misplace your web site if you have added that information to everything you send to customers or potential clients. Web site content can be changed in minutes, allowing you to keep information accurate and timely at far less cost than reprinting brochures, catalogs and business cards every time updates are needed. And when you’re on the web, people always know where to find you.

### Expand Your Customer Base with Unlimited Advertising

Whether your focus is local, regional or world-wide, you can reach a larger audience on the web – in full-color, sound and motion – at a remarkably reasonable “advertising” cost. And unlike other marketing mediums such as television, print, and radio, there are no time, space, or size restrictions to your digital “ad.”

### Sell Products and Services

Your web site can actually sell your products and services for you. Maintain your catalog online and allow customers to safely place orders through a secure server, via a toll-free phone number and/or a printable form for faxing or mailing orders.