

THE ADVANTAGES OF A GREAT WEBSITE

INTRODUCTION

Developing a website improves and enhances an organisation's professional image and its ability to reach potential customers. It also improves both potential and existing customers' ability to do business with the firm. A great website enables your firm to:

STAY OPEN

- Be open for business 24 hours a day 365 days a year.
- Enhance customer services by providing information that is available any time the customer wants it.
- Provide customers with the ability to communicate with the business day and night via the website.

BE COMPETITIVE

- Stay competitive - don't allow competitor sites to attract your customers.
- Gain a competitive advantage with a well-designed, easy to use website.

INCREASE SALES

- Complement traditional advertising and improve brand recognition.
- Attract new customers - potential customers search the Internet for services and products.
- Expand into national, regional and international markets - the Internet encompasses the world.

REDUCE COSTS

- Save on brochures, other advertising and physical distribution costs - all the information a customer needs is on line, available now.
- Save on stationary, postage, and phone call costs. Utilise e-mail to communicate, and to draw your audience to the website.
- Reduce time spent on customer enquires - encourage use of the organisation's website.

QUESTIONS

If you have any questions about designing a website (or any other aspect of a website), please contact the author. Telephone 64 4 383 8086 or 027 460 3902 and ask for Pierre Woolridge. Alternatively, he can be e-mailed at enquiries@optimumwebsites.co.nz