

# Why you should invest in a Website

## **Your Brand**

These days it is very difficult to grow your brand, your company or your name without a solid website. People just expect it. And more importantly, they expect your site to look professional and current. A stale, amateurish website (or worse yet, no website at all) can do significant harm to your brand!

## **Your Sales**

If you have something to sell and you're not using the web to bring in business then you are missing out on a huge opportunity (that just gets bigger every year). A website designer will help you incorporate e-commerce into your site and help you generate revenue online. **Your**

## **Leads**

If you want to use your site as a lead-generating machine, then you need to bring on a web designer who knows all the in's and out's of user interfaces and website structure. This is the kind of website designer who will skillfully build you something that leads potential customers to the sign-up areas, calls-to-action, products and more!

## **Your Reputation**

A top-notch website solidifies your reputation in the marketplace. It says that you are a major player in your sector, and you are moving forward into the remainder of the 21st century with a total knowledge of the web and how important it is to business. Find a great web designer who will help you achieve these goals. There may be a bit more money involved, but when you measure the returns, the difference between a professionally designed website and a do-it-yourself template is immeasurable.