

Why do I need a website?

There are lots of reasons why you should have a website, and a few of them are set out below to spark ideas for you.

To use the Most Cost-effective Means of Advertising

With a one-time setup fee starting at approximately \$350 and a monthly maintenance Fee starting at \$30-\$50 Web presence is a very cost effective means of advertising. Website design is the most crucial of all the marketing media at your disposal. All other forms of advertising (business cards, brochures, etc.) can be patterned after you website design layout. To attract prospective clients/customers who are surfing the Internet.



To use email

Anyone can get a free e-mail address at Yahoo, Hotmail or AOL etc. What I would like you to do is look at five companies in your area that you think are very Professional look at what their e-mails are I would be very surprised if any of our Yahoo or Hotmail having your own domain e-mail extension is much more professional and we'll give you that leading edge.



To generate awareness

The next most important reason is probably that a website of your own will promote your organization 24 hours every day, seven days each week, and to the whole world. Your customers can have a current parts list or delivery schedule or price list for your goods or services at any time, just by looking up the relevant page on your website. Just imagine, one price list alteration and the whole world can see it, instantly. No Reprinting and distribution of expensive catalogues.



To do business online

One of the advantages of a website is its dynamic nature, allowing it to evolve as your Organization evolves since changes or updates can be easily implemented. The Internet is revolutionizing entire markets, allowing all businesses, large or small, the same Opportunities to market their products, services and information on the Internet in an Effective and appealing manner.



To improve communication

Some of the larger businesses use a website to keep employees such as sales representatives around the country, or even around the world in touch with head office. As teleworking grows, this is likely to become increasingly important. If your business relies on the



acquisition or distribution of information, you can't afford not to be online. Your customers can have a current parts list or delivery schedule or price list for your goods or services at any time, just by looking up the relevant page on your website. Just imagine, one price list alteration and the whole world can see it, instantly. No reprinting and distribution of expensive catalogues.

To improve competitive advantage

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. One of the reasons that small businesses go online is that a well-designed website for even a one man business can have the same presence on the web as a multi-national corporation. Larger businesses see it as a way to reinforce not only their brand (which is becoming increasingly important), but also as a way to reinforce an image of leadership and potential. All businesses see it as the key to keeping ahead of the competition.



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