



Get Found!

Why you need a website now.

by Content & Creativity

Business owners have come to understand that these days every company must have a robust internet presence.

The first step in achieving this is having a website that's attractive, informative and functional. There are a lot of benefits to having a website.

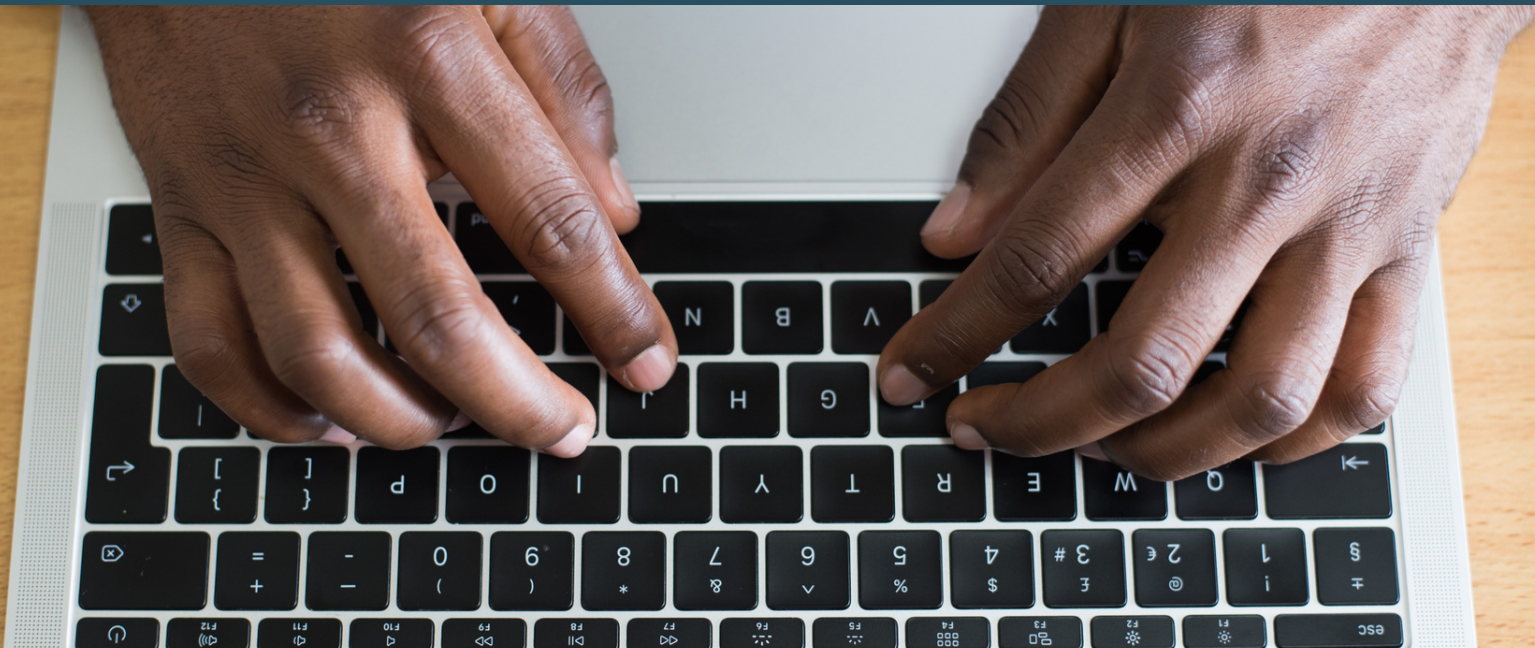
Here are just a few.

01 PEOPLE ARE LOOKING FOR YOU

Your website is virtual real estate where anyone and everyone can visit to learn more about your company. It can help you generate business, increase brand awareness, promote goodwill in front of your current customers and target audience, and establish a cohesive brand image. Unlike a physical location, websites are 'round-the-clock marketing tools.

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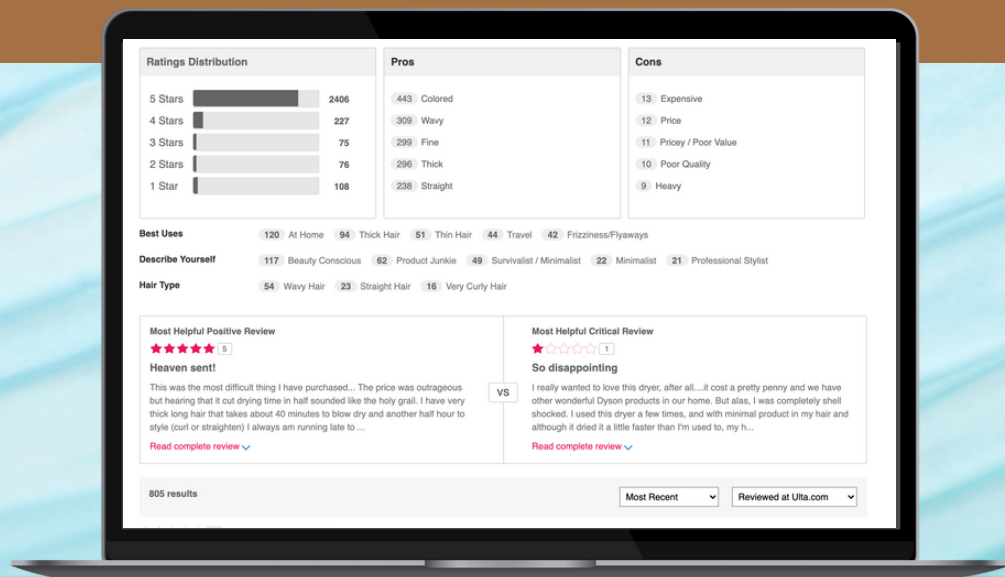
#2 YOU CONTROL THE NARRATIVE



A website allows you to take ownership and control of how your business is presented online. Unlike social media platforms or directories, where anyone can say anything about you, regardless of whether or not it's true, a website uses words and images that YOU choose to describe your company. While you can't control what others might say about you or your business on social media platforms, you can influence brand perception with your story in your own words on your company website.

SOCIAL PROOF

Publishing complimentary customer reviews on your website is an extremely effective way to show potential customers that you have a proven track record. It's important that these reviews come from real people willing to allow their names and affiliations to appear on your site. If possible, also include the names of companies you've worked with, especially if they have name recognition.



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#4 SHOWCASE WHAT YOU OFFER

Your website is often the first point of contact for your audience, so it's critical that you properly describe your products and services. This doesn't mean that you need page after page of copy and photos – after all, it's often documented that people have notoriously short attention spans. Instead, choose the most important representations of your work and present them in the best light. Outlining your service offerings in a helpful, visual way can impress potential and current clients alike. Your website is also a good place to highlight industry achievements and awards, and other helpful features that you offer that will alleviate a customer's pain points. The more helpful and relevant the content is on your site, the more likely your website visitors will have a positive opinion of your business.

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ACTIVELY COMPETE IN YOUR INDUSTRY

Let's face it, your competition already has a website. Whether they're a national, regional, or local enterprise, their site adds credibility to their brand. Having a website created and managed by a Search Engine Optimization (SEO) professional can increase the likelihood of appearing high in Google rankings, and as a result, expose your business to more consumers. People look for information online first, especially on Google, so a strong presence in local keywords will give you a leg up on the competition.

ONE OF THE BEST INVESTMENTS YOU'LL EVER MAKE!

Imagine having an employee who works for you 24/7, who only has your best interests at heart, who selflessly promotes your company as well as any top tier salesperson could, and who never complains to HR or takes coffee breaks. That's what a good website will do for you and your business! Not only that, but after the initial cost, a website will only run you a few dollars every month for hosting and maintenance. You would probably be willing to pay thousands for this incredible asset, and often that's what it costs to get a great website.



A high-performance, SEO-optimized website is an integral part of a digital marketing footprint. But if you have zero design experience and no time to waste, creating a website can be a daunting task. Instead of doing it on your own, focus on growing your business and leave the web development to the digital marketing experts at Content&Creativity.

Our team creates stunning, functional websites that show off your business's unique offerings and voice. To learn more, call Content&Creativity at 610.937.5187 or email info@contentandcreativity.com.