



Why your business needs a website.

In a world where everything seems to be moving online, you may be surprised to hear that the vast majority of Australian small businesses don't have a website.

Are you one? If the answer's yes, then developing a new site should be your New Year's resolution. It's becoming an essential selling and marketing tool for every small business.

The reason for this is that today's consumer or potential client is more savvy and demanding than ever. They expect you to have a website and will use it to review products and services and do their price research before they buy. If you're not on the web, you risk customers passing you by.

A professional, well-designed site with useful content helps advertise your business. It's the face you show the world. In fact, your website can actually help you keep up with larger competitors. Especially if you match or better their website for presence and design.

What you should include on your website.

There are no clear rules here and obviously it will depend on what your business does, but suggestions include:

- Outlining your areas of expertise
- Profiling your staff and their credentials
- A lead generation tool to encourage customers to leave their contact details for more information
- Industry relevant content or innovative tools and gadgets to help drive traffic
- Using case studies to demonstrate your company's achievements
- Highlighting any community or volunteer work your business does
- Policies, terms and conditions and delivery standards
- Contact details including ABN, ACN, phone, postal and email addresses.

For more information on creating a website of your own visit www.business.gov.au/Business+Entry+Point/Business+Topics/e-business