

## 360ideas News

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The modern business must have a web presence that communicates its brand and basic information to target audiences. You may say that your business does not need a website, whether it's too expensive or you don't have time to create or maintain it. But when the purpose of a website is to deliver value to your customers, who in turn generate business, a website is essential.



You may also realize a website is not something you simply create online and ignore. The internet is always evolving, and new opportunities arise. It will benefit you and your company in the long run to invest in your business' online presence and stay on top of innovations and trends in website design. In the same way you satisfy your clients with the services you provide, you should satisfy their informational needs online. There are many benefits of having a website. Here are a few.

### ***Increasing online customers***

These days consumers look to the Internet for everything, from plane tickets to an education. It is a convenient way to gather information on products and services without having to leave home. Why not make your goods or services available to these potential clients? It is an excellent business opportunity that must not be overlooked.

### ***Tap into a global market***

Having a presence on the web will allow you to tap into a global market. You can go from a local market of thousands of customers, to a global market of millions! Your customers can be from around the world rather than just from around the block.

### ***24 hour access to your products and services***

Just because you call it quits for the day, doesn't mean your business has to. Goods, services, and information about your business can be available to your customers all day, everyday. This will increase customer satisfaction and loyalty.

### ***Your competitors are doing it!***

One of the keys to having a successful business is staying ahead of the competition. Your competitors are no doubt capitalizing on the web's ability to increase market share and maximize profits, so why shouldn't you? Attracting and keeping customers is essential to having a successful business. Websites also allow small businesses to compete with some of the bigger businesses on the block. If you don't have a website, you will lose potential customers to competitors.

For more information on website design or redesigns, please visit [www.360ideas.com](http://www.360ideas.com) to view our portfolio or contact our offices at 316-269-6920 for additional questions.