

with a website
GET
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WHY YOU NEED A WEBSITE NOW





GET FOUND! Why You Need A Website Now.

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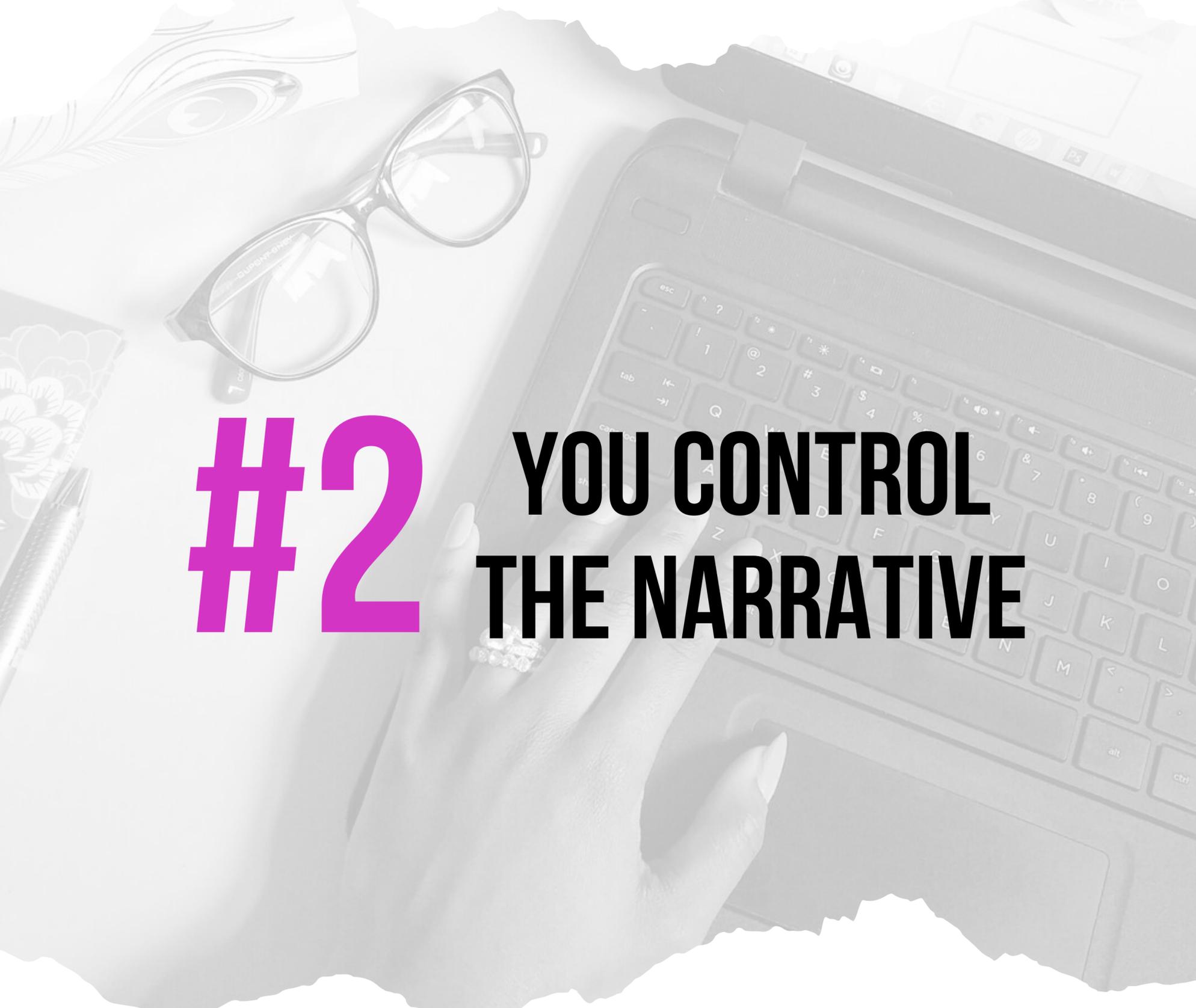
WHY YOU NEED A *website*

One lesson we've all learned after experiencing these past few weeks is that every business needs 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.

#1 PEOPLE ARE LOOKING FOR YOU

A website is virtual real estate where anyone 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 around-the-clock marketing tools.





#2 YOU CONTROL THE NARRATIVE

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



#3 SOCIAL PROOF

Publishing 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 appear on your site. If possible, also include the names of companies you've worked with or supplied, especially if they have name recognition.

#4 SHOWCASE WHAT YOU OFFER

Since your website is often the first point of contact 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, people have notoriously short attention spans - rather 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 can alleviate customer 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.

#5 ACTIVELY COMPETE IN YOUR INDUSTRY

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



#6

ONE OF THE BEST INVESTMENTS YOU'LL EVER MAKE!



Imagine 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 can, 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 bucks each 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.

But not today!

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