



TOP 3 REASONS PROFESSIONAL WEBSITES ARE VITAL

The First 5-7 Seconds.

Whether you want to admit it or not, people (your consumers) have grown accustomed to online shopping, research, and browsing just for fun.

This means they have become experts with an ability to *spot* interesting *and* boring websites. Believe me. They are out there perusing for sites that provide creative, colorful, content to indicate what the business offers. Your challenge is to **be sure your website stands out.**

The first few seconds make the difference in whether someone lingers to “check out more” or if they dismiss you like a bad habit because your site is unprofessional, has limited information or products to offer, or just plain *boring*.

Cyber Shopping is Trending.

More and more consumers are looking online for those special deals and finding them. Think about it. Not many people actually *want* to stand in long lines at the mall or boutique. *Well, some still don't mind but that's beside the point right?* Anyway, this is no longer the only way to check out products or services. So, make sure your website is “popping” with color – but don't forget to leave enough white-space. It just makes for easy, clean, browsing; that's all.

No Online Real Estate is a Bad Idea.

You should want to expand beyond your beautiful *brick and mortar*. There are more consumers – across the globe – waiting to find your product. Put it out there using social media platforms. If you aren't sure how to utilize these channels, ask someone for help. **Invest in your business** (organization or ministry).

Having *no website* is equivalent to losing opportunity. Technology and its advancement, has made it simple and easy to receive training to expand your business reach. Take advantage of it now. Proudly promote your **professional website**. **No website and a bad one are both the same: bad for business.**