

# Why You Should Have Website

Needless to say, having a web site to promote your business or ideas is imperative nowadays. Nearly all households have access to the internet, sometimes even on more than one computer. The great thing about the internet is that it can reach the whole world, and not just your neighbourhood. Thus, if you have anything to sell or anything to say, everyone can get to know about it.

Your web site is your shop window and it is open 24/7. It needs to be eye catching and transmit your message in a few seconds. It needs to have enough content that explains your message and what you do. It needs to load fast, be reliable and look professional. The impression your web site should give is that of a company or professional who knows what they want to sell, or the message they want to send.

Having a web site is not just a commodity for businesses nowadays, but a must. A company or a professional without a web site is like a salesman without his business card. The web site needs to be your profile and what's good about it is that there is limitless information you can put on it. Another good thing is that static content on your site can be changed very easily. Even better, you can opt to go for a dynamic site which will automatically change your content based on changes to your business, like stock items, prices, articles, services and more.

Your web site is your identity, make sure you have one!