



Why Every Business Needs a Website

by Cogeian Systems

Here is a bold position—if you are operating a business, you must have a website, without question. Cogeian Systems can help you get your business on the Web and start reaping the benefits of the online world. In our experience, there are 3 major benefits of being on the web.

1. Save money on customer service and marketing tasks.

Taking orders and answering simple questions can take up a lot of your staff's time. Would you rather pay your people to do something productive, or to answer a phone call asking "what are your office hours" for the 40th time today? A well-designed website will answer a visitor's frequently asked questions while selling that visitor on your product or service. On the web, a customer can do some of his own customer service—and most web-savvy customers actually prefer it this way!

2. Sell your product or service while you sleep.

You never know when someone is going to decide to give you money. Do you really want to turn down a sale 16 hours out of every day? Having a well-designed website means that customers can buy your product at any time. Even if you are in a service business, you can allow customers to sign up via your web site. You can literally make money while you're sleeping by allowing your company to transact business 24 hours a day.

3. Multiply your marketing efforts.

On the internet, nobody knows how big or small you are. Having a well-designed website means that you can present the same type of corporate image that a Fortune 100 can - and you can reap the benefits of marketability and credibility that go along with that corporate image. A web site doesn't necessarily have to be the cornerstone of your marketing effort, but is invaluable as an always-on means of extending your marketing message. The web site can provide details on your offering, at a time and pace controlled by the prospect.

Getting on the web is easier now than ever before, but without the help of a professional firm, you may get lackluster results. Choosing to take your business to the web is an important step. Cogeian Systems helps organizations to put up effective web sites. For more information contact Cogeian Systems at (559) 687-7591 or on the web at www.cogeian.com