

**BENEFITS****Augmented Market Size****Cheap Information Delivery Costs****Expanded Availability to Customers****Improved Sales****Customers Require It****REQUIREMENT**

There are lots of benefits to having a business website. But the most important is that an Internet web site is now a customer requirement.

Any business website presence broadens the market reach for your business. Local retailers can market/sell products across the country or the world.

Practically every business distributes some sort of information. product sell sheets, technical specifications, catalogs, order forms, proposals, etc.

A business website allows you to provide that information in real time when the customer needs it at almost no cost.

Your business website gives your customers access to your business 24/7 with very little increase in overhead or employment costs. Even if you don't have an online catalog, having your information available allows the customer to at least look at their convenience.

If your small business website includes an online shopping or product catalog you can increase your sales. You can also increase your sales by turning your visitors into customer