

Why Do I Need A Website

Customer Service

Give Your Users Printable Information They Can Use

A visitor to your web site can download and print anything that appears on their screen. You can take advantage of this by displaying: a map to your place of business, application forms, product literature, assembly instructions for your products, etc.

To Answer Frequently Asked Questions

Whoever answers the phones in your organization can tell you, their time is usually spent answering the same questions over and over. Include these FAQs on your website and you will have removed another barrier to doing business with you.

To Create a 24 Hour Service

The time of day is now irrelevant. With a web site your products, services and information become available to anyone with Internet access 24 hours a day, 7 days a week.

To Make Changing Information Available Quickly

Electronic publishing changes with your needs. No paper, no ink, no printer's bill.

Improved Technical Support

Additionally, you can provide up-to-date technical information, such as user manuals, product specifications, or detailed diagrams.

Your Clients Expect It

With over 400 million users worldwide, the Internet is getting more and more publicity every year. As public awareness increases, the public will expect even small companies and organizations to have web sites.

Marketing

Low Cost Advertising

The cost of a website is minimal when compared to the costs associated with traditional advertising methods such as direct mail, newspaper or magazine ads, radio and television.

Dramatically Reduce Recurring Printing Costs

Printed advertising materials quickly become outdated, as new products and services are introduced, incurring tremendous costs in revision and reprinting. Web sites offer the opportunity to provide your customers with up-to-date information when they need it. You have the freedom to change your products, services and information when necessary.

Supplement Your Current Advertising

Having a web site is a great way to supplement your current advertising. By including your Internet address in all other forms of advertising media, you let your customers know exactly where they can go to get more information about your business.

Great Demographics

Surveys have shown that the average Internet user is 36 years old, has a college education, and an annual income of \$65,000.

Universal "Findability"

Thanks to search engines, someone looking for the products, services, or information you offer can find you in a matter of seconds. With a well-designed web site and a few good marketing techniques, you can broaden your customer base to anyone with Internet access.

Sales

e-Commerce

Setting up an e-commerce site has never been easier. Allowing your customers access to browse and buy your products online gives your sales a boost with no direct involvement from you.

Fraction of the Cost of a Physical Store

An e-commerce web site allows you to display all your products, complete with photographs, audio and video clips, and detailed written descriptions, without the need for a physical store. This means no rent, no utilities, no property and liability insurance, no property taxes, no repair and maintenance, no supplies, and none of the associated labor costs. If your suppliers will drop-ship, you don't even need to maintain an inventory.

Reach Very Specialized Markets

A web site can help you to reach very specialized markets because of the sheer volume of Internet users. Customers looking for rare or specialized products, services, and information often rely on the larger Internet marketplace to find what they are looking for, rather than limit themselves to their local area stores.

To Open International Markets

With a Web page, you can open up a dialogue with international markets as easily as with the company across the street.

Product Availability

Save your customers and your sales reps time by tying your web site to your product database, so your customers know instantly if the product they want is in stock, or when it can be expected to be available.

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Image

To establish a presence

Millions of people have access to the internet. To be a part of that community and show that you are interested in serving them, you need to be on the internet. You know your competitors will.

The Great Equalizer

The internet provides equal access to it users, regardless of the size of your company. The most important factor is the image you project with your web site. A well designed web site costing a few hundred dollars can make a better impression than a poorly designed web site costing millions.

To Heighten Public Interest

With a web site, anyone anywhere who has access to the internet and hears about you is a potential visitor to your site and a potential customer.

Networking

To Network

A lot of what passes for business is simply nothing more than making connections with other people. Passing out your business card is part of every good meeting. What if you could pass out your business card to thousands, maybe millions of potential clients and partners. You can, 24 hours a day, inexpensively and simply, on the internet.

Your Competitors

Your Competitors May Have Web Sites

As more and more businesses and organizations get online, those who don't will increasingly be putting themselves at a competitive disadvantage.

Your Competitors May NOT Have Web Sites

This is even better than the reason above!

Web design is a very collaborative process. After discussing your requirements and goals, we will present a design for your review. Our goal is to match your vision and budget with the final product - your website!

For more information about our services, or to receive a quote on a project, please email us at: info@osconsulting.net

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