

# Getting online



Don't think your website is important for generating fresh business or keeping valuable clients informed?

**Debbie Nerio** of Finance Tools outlines why a website is an important driver for your business

**Y**ou can say so much more on a website than you can in any other form of advertising. There are no space or time restrictions online – tell your clients and prospective clients everything about you and how your services will benefit them.

- » Many people now use the internet to search for products, services and information. As far as these people are concerned, your business doesn't exist if it doesn't have a website. Internet usage in Australia has reached a penetration of over 70% and it continues to grow. Ignore the internet at your own peril.
- » Once established, your website is available 24 hours, seven days a week. This means you are open for business long after you have left the office. Using contact forms on your site enables clients to send you an e-mail with their enquiry. You can respond when it is convenient for you.
- » You may find you answer the same questions over and over to different clients more often than you care to remember. However, a website enables

you to list this information and streamline as many of your business processes as possible – saving you both time and money.

- » A small business can compete with a much larger organisation on the internet. A professionally designed and written website can enable a small, one-person operation to compete with the big guys.
- » Developing a website is an extremely cost-efficient form of marketing when compared to other forms of media and advertising.
- » Maintaining a website is straightforward, so it is easy to keep your information updated and relevant. Useful information is highly regarded and may be forwarded on by your clients to their friends and family. **MPA**

*Debbie Nerio*  
Director  
Finance Tools  
[www.fincetools.com.au](http://www.fincetools.com.au)

