Experts Agree: Every Business Needs a Web Presence

Web entrepreneur Tim W. Knox writes, ***"Yes, if you have a business, you should have a Web site. No question. Without a doubt ... I don't care if you're a one-man show or a 10,000-employee corporate giant, if you don't have a Web site, you're losing business to other companies that do."***

The point to be made here is that you should at the very least have a presence on the Web so that customers, potential employees, business partners and perhaps even investors can quickly and easily find out more about your business and the products or services you have to offer."

Donna L. Hoffman and Thomas P. Novak, editors of Beyond the Basics: Research-Based Rules for Internet Retailing Advantage, point out that "A scrutinous local shopper searching for information online presents smaller retailers with an opportunity to win sales from larger stores.

... the Internet ... currently creates a distinct disadvantage for local businesses that lack a Web presence. Already battling the ever-expanding reach of national and regional giants offline, these mom-and-pop stores now face an Internet-based proliferation of product and service alternatives, informational content and purchase event opportunities."

Small business blogger Ingrid Cliff writes, "... how people buy has changed in recent years. People research and increasingly shop online. In my opinion, a Web site is just as essential as a business card these days for small businesses."

According to Smart Company's Web expert Craig Reardon, "I have some great news for retailers, and it's this: The Internet can multiply your sales with only a modest investment. You can expand the size of your market over and over again and not have to set foot from your business. The message for retailers is now crystal clear: If you don't look after your customers online, someone else will."