

Web Design and Hosting

Why do I need a website?



There are many reasons for you to have a presence on the world wide web. Let's look at some of them.

Your website is available 24 hours a day 7 days a week even when you are not available.

In today's digital age it can be the best form of advertising followed closely by word of mouth. The big advantage is that you get to control the message and it can be changed easily.

More and more people are looking for local business online through search engines like Google, Bing and Yahoo. In fact if you do not have a website you are seriously limiting your customer base. Approximately 93% of all business purchase decisions start with an online search engine search. If you do not have a web presence how do you capitalize on this market that does not even know you exist?



In a [study released](#) earlier this year (2012) it was found that over 80% of consumers will research a product online before making a purchase. So the question is how much is it costing you in lost revenue because you do not have a website or an underutilized website.

If you believe that the phone book, signage or direct mail are all you need for advertising then think about this. When most

people need to find information about local suppliers they do a web search before resorting to using any of the above. Why? Most people do not have as easy access to these kind of traditional tools anymore Because of the internet.

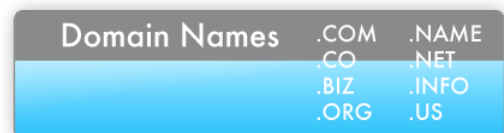


Want to better connect with your customers? How about emailing or using social media (Facebook, Twitter or Google +) they are free and only cost you a bit of time to

learn to use them. We can also help you with this if that is your choice.

The real question in todays digital age isn't whether or not to have a website, but how you are using your website and Social Media to help get noticed?

Let us know how we can help you get noticed on the World Wide Web by contacting our [Web Design and Hosting team \(by clicking on this link\)](#). See how partnering with Creative Printing and Internet Services, Inc. in Boone NC can help you to maximize your business on the World Wide Web.



If you do not have a website the first step is to lease a domain name (URL or web address) for your site, to [find out if your choice of domain name is available just click here](#), then when you find your perfect domain name lease it, sign up for a hosting package and get in touch with us.

Internet Marketing

Google Bing Yahoo Yelp Yellowbook
LinkedIn YellowPages CitySearch Mapquest

Today when making a purchase decision people will look for recommendations from others. One of the tools they use to do this are internet directories of businesses. Need help getting listed in one or more of these directories. Want to get your menu listed in Yelp or provide a specific message to new customers? Let us know.

Search Engine Optimization

- Google
- Bing
- Yahoo

Today many people find a business by searching the internet. How will you get their business if you are not listed in the search engines? We can help you with this process, and help to improve your page ranking.

Social Media Marketing

f Facebook in LinkedIn t Twitter
+ Google+ p Pinterest y YouTube

In the ["2012 Social Media Marketing Industry Report"](#) it was found that "74% of participants found that increased traffic occurred with as little as 6 hours per week invested in social media marketing." Want to capitalize on social media to increase traffic to your business?

If you need help or have questions about any of the above [contact our web department by clicking here.](#)