

6 EXCUSES SMALL BUSINESSES MAKE FOR NOT HAVING A WEBSITE IN 2016



of small businesses still don't have a website (nearly half)



MIGHT build one in 2016 or later



have zero intentions of building one

1 I DON'T NEED ONE

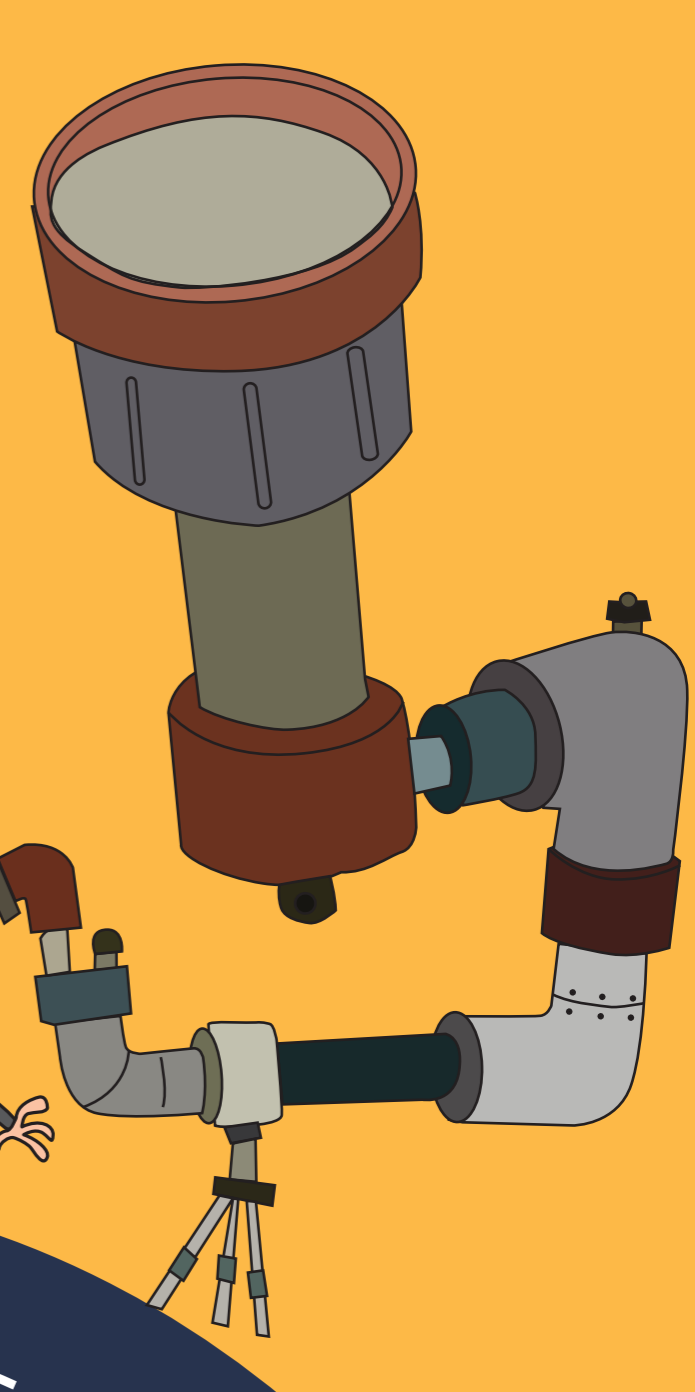


84% of American adults use the internet

96% of Americans aged 18-49 are on the internet (essentially everyone)

2 MY INDUSTRY ISN'T ONLINE

- Sweet! That means less competition for you when you get online.
- 61%** of global Internet users research products online.
- Over 90% of Americans own an internet-connected mobile phone. Your customers do too.



3 I DON'T HAVE THE MONEY



Dozens of DIY website builders available

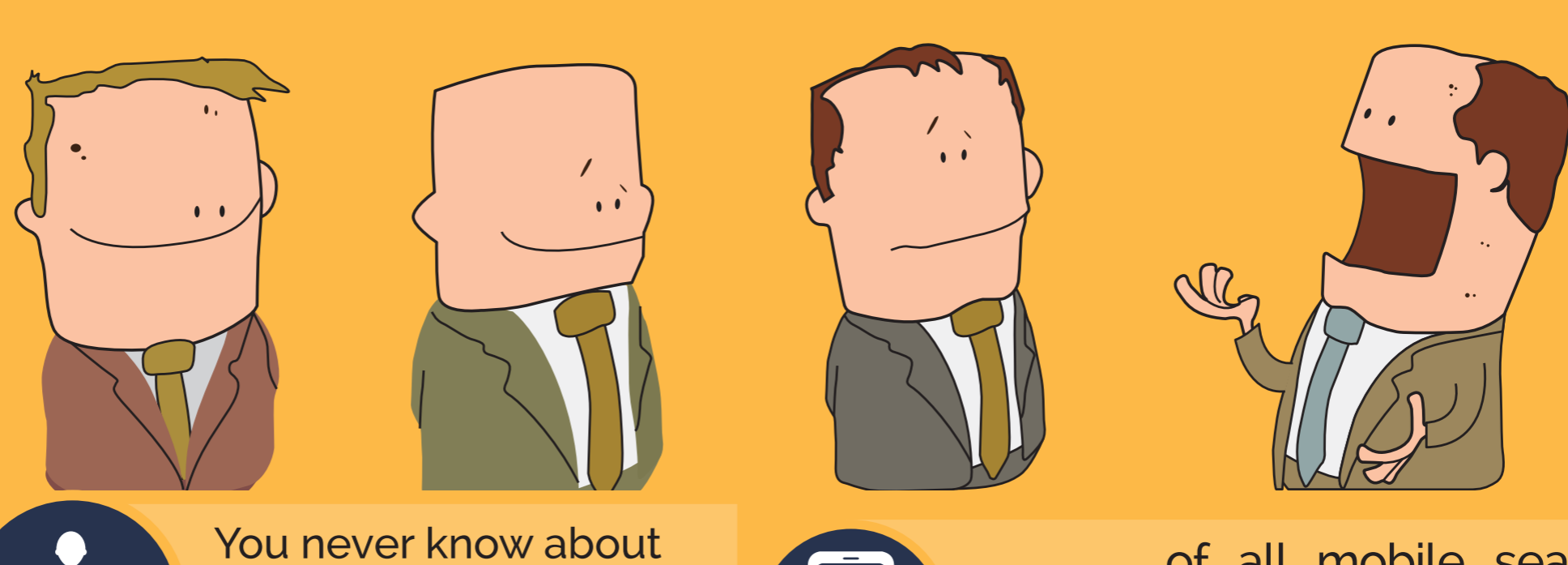
WIX **weebly** **SQUARESPACE**

You don't need to spend \$1,000's. There are more affordable web designers than ever before.

Hire overseas freelancers via

E lance **upwork** **freelancer.com**

4 I HAVE ENOUGH CUSTOMERS



You never know about the missed opportunities your potential customers found elsewhere

50% of all mobile searches are conducted in hopes of finding local results,

Your customers are looking for you. 61% of those searches result in a purchase.

5 I USE SOCIAL MEDIA INSTEAD



- Great! That's part of it.
- You're posting regular content, but what are you linking to? How do you capture leads?
- Your followers could be customers.
- More is better. Businesses with websites of 401-1000 pages get 6x more leads than those with 51-100 pages.

6 I DON'T HAVE TIME TO MAINTAIN IT



- Do you have time for:
- a cup of coffee?
- reading an email?
- calling your mother?

That's how long it takes to manage a website. Well, except maybe that last one...

Many companies also offer managed website services. You'll never have to touch it.

“YOUR CUSTOMERS ARE LOOKING FOR YOU. GET YOUR BUSINESS ONLINE TODAY.”

Sources:
<http://www.hubspot.com/marketing-statistics>
<https://www.entrepreneur.com/article/271068>
<http://www.pewinternet.org/2015/06/26/americans-internet-access-2000-2015/>
<https://clutch.co/web-designers/resources/small-business-websites-2016-survey>
<http://www.pewinternet.org/data-trend/mobile/cell-phone-and-smartphone-ownership-demographics/>
<http://www.socialmediatoday.com/marketing/8-common-small-business-website-mistakes-infographic>
<https://www.care.com/a/top-10-excuses-small-business-owners-make-for-not-doing-marketing-20150915104112>

