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Is there a real need to own a website? by [Anton Allen](#)

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Is it really worthwhile owning a web site? And is it really worthwhile spending my hard earned cash on? There are loads of benefits why a organization or person should really own a web site. And one of the biggest reasons for possessing your own personal website is the increase in on-line shopping. The last couple of years have seen a marked change in the way people buy merchandise and goods. This shift in shopper behaviour is down to one element, the Net. With goods and services only a mouse click away, the internet has had a shrinking effect on the world of consumer shopping.

Big business has realised this and virtually all businesses are now online, because they can sell their merchandise to a larger spectrum of customers. Now this trend applies to every kind of business big or small as the craze for online shopping explodes. The growth in internet shopping is the major reason why any sort of business should possess a website.

Your web site will operate as a virtual shop window that can show an unending amount of merchandise or services. As well as displaying your merchandise or marketing your services your website can also work as a medium between you and your clients and can supply them with the information and facts that they have been hunting for about your product. A well-presented web site can instil trust in your potential customers and can act as a very valuable marketing tool indeed.

A web site can work as an on-line advert that works for you, seven days per week, three hundred and sixty five days a year. Investing in a web site is by far one of the most cost effective forms of promoting your business, you can invest in. Conventional advertising in the likes of the local papers can cost an absolute fortune and a couple of week's ordinary advertising could actually pay for the creation and design of a really good web site. For instance a business pays £150.00 a week to place adverts in the local newspapers, multiply the £150 by the amount of weeks per year and this will give you a grand total of £7800.

Simple websites can start from around £100 for a simple design and up to £1000 for a more complicated web site. Even if you paid the extra and elected for a site that cost £1000 you would still make a saving of around £6800 every year.. The financial saving on advertising look a lot more beneficial if you look at the bigger picture, do the sums for yourself and work it for a five year period for instance. It's quite a lot of money that you will be saving.

I hope the benefits of owning a website have become a lot more clear after reading some of the issues raised in this post, there are a whole lot of benefits to be gained from employing a web design agency to create, develop and promote your web site. Sometimes people are put off by the initial costs of website design and development but you have to realise that it is a one off fee in most cases and if you compare it with the on-going costs of traditional advertising it is really not that costly.

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There is a growth in the demand for new web sites as the trend for shopping on-line has increased,

there has also been an increase in the amount of web site design agencies in Manchester that have sprung up to meet the demand for new web sites. If you are planning to invest in a website for your company then why not pay us a visit Wearegumball a [web site design Manchester](#) . Or why not pay a visit to our sister site a visit a [web design Wirral](#).

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