

1. YOUR SMALL BUSINESS WILL GAIN CREDIBILITY

Today, more and more consumers use the internet to search for the products or services they need. Your small business will gain credibility by having a website. Without one, potential customers will go to your competitors that do. If you already have a website but it is "home-made", having it professionally redesigned will provide your business with a professional image which will inspire even greater confidence. For home-based businesses, this is particularly beneficial since you do not have a store front to promote your products or services.