2. A WEBSITE SAVES YOU MONEY

As a small business owner you probably think you can't afford a professional website, but you can't afford NOT to. Although the cost of designing a website varies, once it's up and running, a website for a small business generally costs under $100 a month and, in some cases, as little as $20. Compared with the cost of a newspaper ad, when you consider the potential market you can reach with a website, it is a very cost effective way to promote your business.

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