**WHY YOUR COMPANY MUST HAVE A WEBSITE**

**SWOT ANALYSIS OF HAVING A WEBSITE**

**WHAT IS A WEBSITE**

A website is a collection of publicly accessible, interlinked web pages and related content that is identified by a common domain name and published on at least one web server. Notable examples are wikipedia.org, google.com, and amazon.com. Basically, a website is essentially a platform for an individual or business to express themselves and utilize in whichever way they choose. It could be informational or educative.

If you don’t take your business into the World Wide Web, you could miss out on potential customers, sales and profits. According to data collected by the Office for National Statistics – internet sales were up to £473million (a week) in August 2010 (Retail Sales Statistical Bulletin – August 2010). In addition to that It serves a variety of other purposes including enhancing the brand image, gathering of information, etc. Websites can be created and maintained by an individual, group, business or organization to serve a variety of purposes.

The very first website on the internet went live on August 6, 1991. On average, a person spends 12 percent of their entire life on the internet. As you read on, I assure you that you would discover why your company must have a website.

**SWOT ANALYZE THE DECISION OF GETTING A WEBSITE**

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, and so a SWOT analysis is a technique for assessing these four aspects of your business. SWOT Analysis is a simple tool that can help you to analyse what your company does best right now, and to devise a successful strategy for the future. SWOT can also reveal areas of the business that are holding you back, or that your competitors could exploit if you don't protect yourself. However, in this article we would use SWOT analysis to analyze the decision of getting a website

**STRENGTHS OF A WEBSITE**

Most corporations use a website to provide information to their stockholders. A professional-looking website is key for a corporation to show to its visitor that they provide a professional premium brand. No investor would want to invest in a company with a poorly designed website. Regardless of whether your website is selling a product or not, a website is an extension of your brand image.

**WEAKNESSES OF A WEBSITE**

From time-to-time websites crash and a website that crashes is no good to anyone. This is a serious disadvantage for any business. If your website is constantly crashing or unavailable, then people will not be able to find information about your product or services and you could miss out on potential sales. An unreliable connection could also lead to a plummet in a websites’ search engine ranking, hence the Need for Good Webhosting.

Because of the huge number of businesses already online and strong Competition within your sector, you may find it difficult to reach your target audience with your website or achieve higher ranking on Google search. Note however that this is not always the case and there are ways around it; like taking advantage of [SEO](https://www.thecompanywarehouse.co.uk/business-services/seo) search engine optimization.

**OPPORTUNITIES OF A WEBSITE**

You can spend all of your time online marketing and selling your product, or you can get a great website up and running and let it take care of the online selling. Your website should be your salesman effectively telling prospective visitors who you are, what you do, and why your service is better than the other guy’s, thereby generating leads. Then you can spend your time doing what you should be doing, which is Running your business.

Investing in advertising and marketing is a necessity for branding your commercial venture, but it can burn a whole into your pocket. Creating an intelligible website design is the most feasible way for promoting your company. It’s less expensive and yet more effective. Whereas advertising your business via several forms, i.e., radio, printed media, television etc. is a bit more expensive, advertising using a digital sells funnel which includes your digital ads and your website is more precise and more effective per money spent. And it’s just a click of a mouse for them to move from Google search to a business website that’s just got recommended. It’s their privilege to go and have a look at all the online stores to see what’s going on. But that’s not everything they did online. People tend to look for reviews, testimonials, or other materials about what they’re searching for.

**THREATS OF A WEBSITE**

The information on your website might be unreliable if not updated regularly. You need to ensure that updates are made when necessary and have a disclaimer concerning to the reliability of the information contained within your website.

Everyone hates spam i.e. junk mail. This is one of the disadvantages of a website which can cause you some grief. With a contact form or your e-mail address published on your website, you’ll soon find your inbox filling up with spam emails unless you use Form Guard or a captcha tool.

Bad Publicity: Having a website risk attracting bad publicity. If a customer is unhappy with your service or products, then they may feel the need to vent their frustrations online and reference your website in their review/comments. This could be potentially damaging, hurting both your reputation and your search engine ranking. Of course, not having a website won’t prevent such things happening but it might allow you to monitor and be aware of it. Providing the best possible customer care and learning from your clients feedback is the best possible course of action to combat this problem.

**CONCLUSION**

As you can see, the strengths and opportunities of owning a business website far outweigh the weakness and threats. The potential for business exposure, advertising and increased sales should be too good for any business to pass up so definitely your company must have a website. Get your business online today with a business website design by Webstacka!

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