

# Seven reasons why you need a website and not just a Facebook page

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## **It increases your find-ability**

Facebook is where people will go to find out more about you, but Google is still where people go to find you, period. Your website needs to be the primary source of information for you, your business and your services and pricing. Facebook is great; over a billion members, and I would say you should keep your Facebook Page for sure—but you don't control it.

2

## **It helps promote your image**

This one ought to be easy to understand as a business owner. In the same way that a couple of hours in a salon chair can improve a person's overall presentation, a website does that for your business. A website tells people you're legit and that you care about your perception. You're not going to leave prospective clients wondering about how your services work or what you charge, because it's all going to be available to them at a moment's notice.

3

## **It makes you more appealing to new customers**

It makes you more appealing on popular review sites like Yelp. One of your best tools is the referral systems that come in from places like Google Reviews, Facebook Reviews or standalone services like Yelp. A website not only makes it easier to leave reviews, but is a great place to display reviews for prospective clients. Plus, having your own web address on your Yelp profile helps establish credibility.



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## **It can help reduce the friction of scheduling appointments or selling products**

For some reason, this one is tough for folks to get a grasp on. If you run a business that requires people to schedule an appointment, you want to help make that transition as easy as possible. Most of you, who are used to taking phone calls to schedule appointments, don't want to change that. I understand that you don't want to "fix what ain't broke," but you need to be open to using the internet as much as possible when it comes to connecting and selling to the client. It's one of the easiest, most painless ways to make a new customer. Literally every time a client has taken my advice and began scheduling appointments on their website, they've seen an increase in customers.

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## **A website is one of the lowest-cost forms of marketing you can do**

When you place an ad in the paper, your reach only goes as far as the circulation. On a billboard, it's limited to the traffic that drives by every day. With the internet, there are no limits except the ones we put on ourselves. When you use your website properly, it cascades onto other services, like Facebook and Pinterest, thereby enhancing your reach even more. Wouldn't you love to be able to get your name in front of more customers? Isn't that why we advertise in the first place?



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## **It helps create and fulfill other marketing opportunities**

Want to grow your Social Media presence? A website does that. Increase your email subscribers? A website does that, too. Your website, when properly done, is the starting point for a whole new world of opportunities. All you need is the tools we've talked about and an ability to stick to it. I want to make that last part clear: you need to make sure that your website is now a key marketing tool that we'll keep running all the time, so that you continue to get usefulness out of it.

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## **The Decline of Organic Facebook Reach**

If you've been managing a Facebook Page over the past few years, you've likely noticed a drop in how many of your fans have been viewing and interacting with your organic posts. A study from *Edgerank Checker* found that between February 2012 and March 2014, organic reach for the average Facebook Page dropped from 16% of your followers to 6.5%. Research from *Social@Ogilvy*, meanwhile, suggests that for Pages with more than 500,000 Likes, organic reach could be as low as 2%. Based on the figures above, that means a Page with 10,000 fans could expect just 650 of them to actually see that Page's posts in their News Feeds.