

## WHY DO I NEED A SITE?

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The Internet is recognized as one of the most cost effective forms of advertising available and in today's Internet-oriented world, a website is essential for businesses, organizations and individuals to optimize their impact on the world: to reach more people, be more efficient, learn more and achieve their goals.

### COMMUNICATE YOUR MESSAGE

A website enables you to communicate your message to the entire world economically and effectively. Whatever the message, your website is available to anyone to peruse at their leisure and act on your information.

### COMMUNICATE WITH YOUR CUSTOMERS

Whether your customers are local or on another continent, a website enables you to provide more information in a familiar environment than a traditional advertisement or a business visit. You keep in touch with your customers through a mailing list or visits to your website.

### FACILITATE KNOWLEDGE-BUILDING IN YOUR ORGANIZATION

In your organization knowledge is produced daily. You, your co-workers, employees, suppliers and customers discover new challenges and new solutions. This knowledge is a strategic asset that a website will enable you to record, organize and harvest when needed.

### FIND NEW CLIENTS, INVESTORS OR SUPPORTERS

Your website is available 24 hours a day around the world and, with our search engine solutions, new customers will find it through their favorite search engine or index. In addition, your website also attracts new investors or supporters so that you can grow your business or organization.



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### UNIFY DIFFERENT GROUPS OF PEOPLE SHARING A COMMON INTEREST

A community website can serve as a virtual meeting place for people all over the world with an interest in a given topic. These people might not otherwise know each other or have any impact if not for the community website which enables them to meet, talk, share information and make a difference.

### CREATE A DIGITAL BUSINESS CARD, RESUME OR PORTFOLIO

In today's career environment, everyone is an independent professional sooner or later. As such you need a web presence where prospective clients and employers can learn more about your experience and qualifications, see samples of previous work, contact you and where you can keep in contact with them.

### PERSONAL SELF-EXPRESSION

A website is the perfect medium for self-expression as the weblog movement has amply illustrated. With our basic package you can set up a quality weblog, journal or other kind of personal site quickly and at a minimum of expense.



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