



## Advantages of having a website

This is short explanation showing the uses and advantages of a website and also dispel some of the common misconceptions regarding this medium.

I do not believe there are many business people today who are unaware of the effects of the economic downturn in the world and the effect it is having in South Africa. Add to this the increased competition from other business's, un-availability of credit lines and the shrinking local market and then it will come as no surprise that the average businessman becomes very reticent about making changes to their traditional approach to marketing.

One thing to bear in mind is that the economy in South Africa has always been cyclic and the current economic stress will not last forever. South Africa has bright prospects and the South African businessman has the knowledge and experience to be part of this growth. Unfortunately some see the present recession as a disaster while others see it for what it presents - an opportunity!

In order to take advantage of this opportunity they will have to position themselves in the market correctly and improve their visibility via effective advertising of their business's. Very few companies have the massive budgets available for advertising that, for example, the breweries or cell phone companies have and because of this a lot of 'home grown' solutions are used - most of which are highly ineffective and fail to reach the target market. Count amongst these the pamphlets handed out at Stop streets, small adverts in the classified sections of newspapers etc.

An analogy to be drawn is the sign in front of the business - I believe that few business's would be able to operate in 'secret' and every businessman takes a fair amount of trouble about increasing his business's visibility by mounting a sign up indicating the business name and the nature of his business. This is very basic but effective!

Things have changed considerably today in that the Internet and web advertising has become the norm for business. The advances in connectivity to the Internet in South Africa has ensured that the majority of sourcing and product information is obtained via the Web. The majority of business's use computers and are on the net and most households have at least one computer. Can a business today really afford to ignore this medium.

There are a number of frequently asked questions regarding web-sites and there are also a lot of misconceptions regarding the effectiveness of having a website especially regarding the relationship between cost and return.

Just to put something in perspective - take a look at virtually every successful business in South Africa (and for that matter around the World) and you will see they have a website. Why? Simple, they have found that it works by providing them with an identity in the market, access to their customer base, advertising and a cost effective method of showcasing their business and products.

## Frequently Asked Questions (FAQ)

**Q** How can I be sure my web page will be displayed first if somebody initiates a search for my services / products?

**A** Let's get real! There are over 6 Billion people in the world and you can be sure that this question would be on every-bodies lips. There are many Search Engine Optimisation (SEO) programmes available that profess to be able to ensure that your page stands a better chance of getting to the top of the list. Probably the most effective way to improve your visibility is by the use of 'Key Words' and the design of your web-site regarding the user friendliness, speed of operation and content.

If you want to be first on the list then you have to work at it and constantly refine your site keeping it up to date and informative.

**Q** My business is small and doesn't warrant the cost of a web-site?

**A** That's exactly why your business is probably going to remain small. You are not going to establish or maintain a market share unless you improve your visibility. With this type of attitude you probably believe that a blank sign above your business entrance will encourage customers to choose you to do business with!

Web-sites are available in various sizes and formats to suit every-bodies pocket and budget.

*Thank You for the business and using us as your IT Specialist or Advertising Partner.*

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**Q** My relative knows a bit about computers - why can't I just get him to set up a web-page for me?

**A** There is a miss-conception today that somebody who has seen ER on TV (a medical program) will be able to carry out brain surgery based on this acquired knowledge. The best solution is to use the services of a professional who knows what they're doing and is able to provide you with the type of web-site that will work for you.

**Q** How quickly can you design a web-site for me?

**A** The design of the web-site is fairly straightforward and is a fairly quick process. However that is just the beginning of the process and the success of a web site depends on a number of things, amongst others :-

Initial impressions gained when accessing the opening page.

Loading up speed and information accessibility - ease of navigation.

User friendliness.

Content and product information - up to date information.

Company contact and history details.

Bearing in mind the above you will be able to see that the successful web page is a result of hard work, adequate information and knowledgeable design. You will need to be closely involved with the layout and updating of the website.

**Q** What are my immediate benefits from a website?

**A** Primarily you will have established an immediate identity and a presence on the web. Your e-mail address is now

[xxxx@yourcompanyname.co.za](mailto:xxxx@yourcompanyname.co.za) instead of the incongruous [xxxx@telkom.co.za](mailto:xxxx@telkom.co.za)

You will also have a catalogue of your services and products available on the web informing your customers what you have on offer.

This will also keep your customers up to date with all the products and services you have on offer, plus special offers or promotions.

Depending on the type of business you will also be enabled to provide e-commerce facilities on your site, technical downloads and information, price and stock lists, order forms (shopping baskets etc. etc.

Should you retain your advertising via radio, newspaper, flyer, telephone or other advertising then your costs are reduced considerably because you will be redirecting your customers to your web-site! ([www.successfulbusiness.co.za](http://www.successfulbusiness.co.za))

**Q** Why should I choose your company to do my web-site?

**A** Easy! We have the formal training, experience, track record and interest to provide you with first class, personal service. We take pride in doing it right first time! We are also able to advise you of developments on the web that will ensure the success of your website. We will also tailor your web-site to present the best possible image of your business and services.

**Q** What size site should I be looking at?

**A** The common tendency here is to just consider the bottom line without looking and comparing which would be the most advantageous solution for your application. If you are going to do something then do it properly. Remember this is the window through which your customers see your business - let it show them who you are and what you offer!

## Basic Web-site Options.

We have various web site options available to suite your requirements.

However we would rather customize a package especially for you.

If you have a look at our web site :- [www.komena.com](http://www.komena.com) to get an idea of the different types of packages available.

We also have some samples of work that we have done to show what can be done and more.

## Other Services on Offer.

Not only are we a web design or web hosting company (ISP = Internet Service Provider), we also have a full range of other services such as :- computers (hardware and software), peripherals, consumables, networking, point of sale, inventory control, accounting, etc.

We can also offer a full range of marketing materials for your business such as :- business cards, letter heads, complimentary slips, adverts (electronic or paper), promotional items, lanyards, key rings, t-shirts, caps, with embroidery, silk screening, etc. to enable you to streamline your business.

**Basically if you need something, don't waste time, call us ..... We are your "One Stop Shop!!"**

**Hope this all helps!**

If you have any more queries re your website please do not hesitate to give me a call or email me.

### Contact Numbers

Cell: 072-454-6809

Fax: 086-617-0097

### Website Design / Website Hosting / Connectivity / Computers (And all other requirements)

Email: [info@komena.com](mailto:info@komena.com)

Website: [www.komena.com](http://www.komena.com)

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