**Websites promote you 24/7, no employee can do that.**

Everyone today knows how important it is for a brand to have a digital presence. The traditional ways of marketing have become obsolete and new platforms have taken over.

A business without an online presence is like a party in an abandoned island where you expect neighbours to attend and pay a visit.

According to a recent market research , a majority of respondents reported going online to find products and services from Small businesses and only 8.4 percent said they found new places to shop by walking into brick-and-mortar stores.

Therefore it becomes important to build and maintain a website suitable to your business.

An average person can productively work for about 8-10 hours in a day. After that, their energy drains or production level reduces. To promote a business, one cannot fully rely on their sales force.

Any business, whether small or large, needs a website to promote it 24/7. One can access a website at any time in any different time zone. It doesn’t get tired, it doesn’t take an off. With a dynamic website and right keywords, any business can flourish. The website can be linked directly to your social media pages for building better relations.

If you’ve got a stellar website up and running, you can influence people even while you are sleeping.

Sometimes, people feel the investment cost of designing and development of a website is too high. However, if you split the price out over the life and importance of a website, it is a quality cost. A well-functioning website attracts a lot of customers and brings in business.

One can showcase videos, images, content and links without worrying about the printing and distribution of posters/ flyers.

By uploading regularly asked questions/ queries or building a customer service data, you can avoid paying labour costs and phone bills.

By now, we all know that e-business is the future hence, investing in website development is a viable choice.