

“Do you have a **website** ?”

“Can I **order** things from your website ?”

These are common questions that are being asked by customers today and many retailers reluctantly reply “No”.

But what is really involved with having a website and what are the benefits?

Many people think that getting their website on the Internet is an expensive and daunting venture. Fortunately though, this need not necessarily be true; if you find the right web host, and provide the right web site to your customers, the benefits of having a web site will definitely outweigh the costs.

“What is an **eCommerce** website?”

Selling on a website is referred to as eCommerce. It is a term used to describe conducting business transactions through computers. Specifically, eCommerce is the buying and selling of goods and services, and the transfer of funds, through digital communications.

“What are the **benefits** of a website?”

Some of the key benefits to having a dynamic eCommerce website are:

- Broader sales opportunities
- Open for business 24 hours a day, 7 days a week
- Global marketing
- Flexibility to alter information quickly and efficiently
- Increased awareness of products and services
- Automated retail services
- Compete on a level playing field

A website can enhance your advertising campaign by providing a rich, informative medium that can adapt quickly to your business needs. When compared to traditional advertising channels, the cost of running your own dynamic website is very affordable.

Traditional advertising channels still play an important role in the promotion of your website and form a synergy within your overall advertising strategies.