

# Why Have a Website?

7 Reasons Why a Website is CRUCIAL to your Business

## 1) Increases credibility

Having a website illustrates that you are up-to-date with technology and increases the confidence of potential customers.

## 2) Creates visibility 24/7

A website creates visibility anytime, anywhere and is selling for you 24 hours a day, 7 days a week.

## 3) Easier to remember

Website addresses are easier to remember than a phone number, making referrals for your company simpler.

## 4) Effective sales tool

A website is a powerful sales tool which lets your customers know what you offer and why they need your services.

## 5) Makes researching you faster

A website provides a convenient location for clients to quickly find more information about your company.

## 6) Collects email addresses

A website helps you contact potential customers by collecting their email addresses, and enables you to send them promotional emails or newsletters.

## 7) Saves money

A website can save you money by reducing your need for printed materials, brochures and postage.

## What to look for in a Web design firm

### 1) Depth of services

Can the firm not only design and develop your site, but also work with you over time to enhance it and to help you market it?

### 2) On-time and on-budget

Can they make budgets and meet deadlines?

### 3) Including you in the process

Can they provide the site in a "preview area" for you to review while it is being developed?

### 4) Group of professionals

You don't need to go with the largest website design firm nor with a one-person shop. Keep in mind, rarely is one person a good technician, writer, graphic designer, and layout expert, let alone hosting advisor, marketing consultant and web positioning consultant.



"You have ten seconds to capture someone's attention who comes to your site"

# Creative Approaches, Inc.

Guaranteed Performance Improvement  
Through Technology Since 1983



cainfo@creativeapproachesinc.com  
(585) 657-6379  
P.O. Box 116  
55 State Street  
East Bloomfield, NY 14443

**Our creative team has the necessary experience and knowledge to make your website work for you.**

Creative Approaches Inc. offers high-quality, end-to-end Web services with a personal touch. We have designed websites for both small businesses and large corporations, from simple promotional sites to dynamic, database-driven systems.

## **We Design and Develop your Website**

We can use your existing materials (from brochures, booklets, flyers, etc.) to create your website.

or

We can build your website from scratch with a new design created with your company's image in mind.

## **You Make the Updates**

Once we complete your website, we set it up so you can update the content yourself. Just imagine being able to update text, images, and even add new pages while preserving the same look and feel. It's as easy as updating a Word document!

## **We Position your Website**

Creative Approaches can bring your site to the first page of the search engine lists! This means that when a potential client is conducting an Internet search for information about companies like yours, they will be less likely to reach your competitors and more likely to reach YOU.

inthe**TOP**thirty.com

## **Our Services**

Image Research and Analysis  
Graphic Design  
Content Design  
Interface Design  
Content Development  
Graphic Development  
Animation Development  
Flash Development  
Database Development  
Database Creation  
Guest List and Calender setup  
Messageboard setup

Obtain voice talent  
Record and Digitize Audio  
Integrate Audio into Program  
Streaming video and audio  
Create Web Movies  
Code, Test, and Upload  
Setup for Client Maintenance  
Setup with hosting provider  
Setup for Client e-mail  
E-commerce solutions  
E-business solutions

**We are committed to developing a comprehensive web strategy for your business**  
Please give us a call at (585) 657-6379 and we will be happy to discuss our services with you.