

11 Ways a Website Benefits Your Business

In today's fast-paced, high-tech world, the Internet is no longer just a convenient luxury—it's become an everyday necessity for everything from shopping to research to communication. With more than 70% of the United States population turning to the web for their product and service needs, can you afford to ignore such a huge revenue opportunity?

As a home health care business owner, launching a well-designed website may be even more important than printing your business cards or getting a listing in the Yellow Pages. With a large percentage of grown children living far away from their elderly parents, the web serves as a convenient, cost-efficient way for busy families to research senior care options.

Below are just some of the ways in which a website can benefit your home health care business:

1. **Increased prospects.** By establishing an online presence, you'll attract potential customers from all over the country—or even across the world—who use the web to search for home health care providers. Without a website, you wouldn't even be visible to these online researchers.
2. **A boost in revenue.** For many family members seeking high-quality senior care for their parents or elderly relatives, cost is no object when it comes to obtaining peace of mind. With an average annual income approaching \$60,000, online consumers have money to spend—and with a well-designed website, you'll be in a much better position to receive it.
3. **Efficient sharing of information.** A website allows you to post all of the important information your clients need to see, such as your list of services, office locations, company history, and the qualifications and certifications of your medical staff. Plus, you'll be able to update the information in real-time without printing and mailing updated documents to all of your customers.
4. **24/7 visibility.** When you have a website, your customers don't have to wait until your hours of operation to get the information they need. They can research your company anytime it's convenient for them, whether it's during their lunch break or in the middle of the night. When you're online, your business never sleeps.
5. **A professional image.** Simply put: your customers expect you to have a website. By failing to offer an online venue for learning more about your

- business, you run the risk of losing credibility in the eyes of prospective clients. Many of today's tech-savvy service seekers immediately discredit companies without an Internet address. A well-designed website demonstrates your commitment to customer support and communication.
6. **Branding identity.** Your website is essentially an electronic calling card for your home health care business, providing you with a mechanism to tell consumers who you are, what you offer, and how you can benefit them. Your logo, tag line, color scheme, and copy all help to distinguish your business from your competitors.
 7. **A marketing boost.** If you're already paying for advertising in the Yellow Pages, trade magazines, or another medium, you can include your website address and invite them to go online to learn more. People are more likely to pay an anonymous visit to your site than make a phone call to gather information. Your website is essentially a free marketing tool for your home health care business, allowing you to connect with an audience that would be expensive to reach through traditional advertising methods.
 8. **Improved customer service.** If you have a limited support staff and a large volume of phone calls and email inquiries, a website provides a cost-efficient way to post FAQs or an online knowledge base. Customers can easily find the answers they need without waiting for a representative to contact them.
 9. **A reduction in printing costs.** Printing can be pricey, and printed materials can quickly become outdated, misplaced, or damaged. With website content, you'll incur no printing, shipping, or postage expenses, and updates are quick, easy, and free.
 10. **A competitive edge.** If those seeking home health care services can't find you online, they'll move right on to one of your competitors. By allowing potential clients to peruse your offerings online at their convenience, you're greatly increasing the odds that they'll choose you over another service.
 11. **Interaction with consumers.** With a brochure or printed piece, the communication is entirely one-sided—you're presenting content to a potential client, but they can't immediately connect with you. A website, on the other hand, functions as an interactive tool. Customers can fill out contact forms to request more information, and you can solicit their opinions and feedback with market research surveys. You'll also be able to monitor consumer behavior on your site, learning about what attracted their interest, how long they browsed the site, and at what point they left. All of this can help you form effective marketing strategies.

To attract more qualified leads, provide important content to your existing customers, and maximize your revenue stream, creating an online presence is a must. With today's technology advancements, getting a website up and running isn't the costly, time-consuming proposition it once was. In just a matter of minutes—and without spending a dime—you can have your own dedicated website for your home health care business.