



## The Importance of a Web Presence

Or, what do you mean they don't have a website??!!

A few months ago, I was scheduling employment interviews on behalf of a longstanding client. He owns a couple of start-up companies, so currently there is no web presence to speak of.

During the time of scheduling these interviews, one of the candidates asked me where she could find the business's website. I admit, I was not sure how to answer her question because the truth is, there was no website as of yet.

I did tell her that because the company was small, the website was a work in progress, but that she should pose her questions to the owner of the company during her phone interview. I felt it would be the perfect opportunity for her. And she wouldn't be "stuck" for an answer when asked at the end of her interview "do you have any questions for me?" (I'm usually stuck for questions to ask if I haven't prepared any in advance).

Which brings me to another point. How does one research a company to prepare for an interview if there is no presence on the web to research?

In my own personal experience, I have become somewhat hesitant about the legitimacy of a company if I am unable to locate them on the web. This is not something that occurred in people before the birth of the internet, we simply had trust. Not these days. If you don't have a web presence, in some ways, your company may as well not exist. (Wow, that was harsh! But oh so true!)

This interview candidate even expressed a sense of nervousness about her upcoming interview because she could not find a company website. Her trust in the fact that this was a legitimate company was lost.

Now transfer that to a client's perspective.

We rely on the internet for just about everything these days. If your business isn't online in some way, even in the most minimal, your potential clients are going to seek out businesses that ARE online. We tend to look for information about a business online before we even set foot outside our door to make an in-person appearance.

Don't lose potential clients simply because you don't have an online presence. Simplistic web building sites are out there and some of them are free. Even if you build something basic, at least then your business has a presence on the world wide web!

If you need some assistance with building your web presence, [drop me a line](#) and let's chat about your needs.

Stay tuned for the next blog where we'll talk about the importance of a social media presence.

Please share any ideas, thoughts or comments below!