



## VoyagerNetz



Your website could be losing you money and might be putting your business at risk.

Many business owners I speak to have lost faith in their website's ability to boost their business and build their brands. Thinking the website no longer adds value, leads to having an outdated website thus asking: Why waste time and money on it? This can be a critical mistake and it can cost you in several ways. I will focus on two namely opportunity cost and legal risk.

**Opportunity Cost** About 70% of your customers will research your business, products and services on your website before making contact. This is where a bad website can carry a very high opportunity cost. Having anything less than an excellent website can cost you in missed opportunities. You will never know how big this opportunity cost is until you start taking action and without understanding the cost you might never take action. I see this often and it's a painful thing to witness.

Another thing to consider is whether an outdated website is exposing you to any risk. **Legal Risk** New legislation makes running insecure websites dangerous as it might expose your customer's information to hackers.

Ignoring your website can have a much higher cost to your business than you think - your business deserves an excellent website and the VoyagerNetz MarketingNetz team can help you forge and execute a web strategy that will build your brand and boost your business.