



***Bringing Your Business into the Future . . .  
. . . For the Future of Your Business***

Web Design · Internet Marketing

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## FREQUENTLY ASKED QUESTIONS (FAQ'S)

### Common Objections and Concerns

#### **“I never use the Internet. Therefore, I do not need a website.”**

You may not use the Internet too often. However, your customers are using the Internet every day. Are they finding information on your company? If not, they are sure to find information about your competitors.

According to Scarborough Research, Inc, 30% of the population uses the Yellow pages less than once a month at home (2006). 57% of the Las Vegas population never uses the yellow pages at work or elsewhere. 64% of Las Vegas residents are online. The best way to reach these people is with an accessible website.

#### **“Our business is too small to justify having a website . . .”**

There are a variety of reasons that a new business would benefit from a website. Some of the common reasons are to appear more credible and offer an online presence. Many businesses explain their products or services and offer pricing information. You can always use a business card or brochure as a vehicle to drive prospective clients to your website. However, a website can be changed frequently and grow with a business. Printed materials have to be discarded when the prices change or new features are offered.

Online product or service positioning is a tool that can increase any business by 2-300%. As of today, 77% of consumers research information about a company or their product online before making a purchasing decision. The percentage is even higher for business to business transactions. KT Graphics makes website development and Internet marketing cost effective so that even the smallest of businesses do not get left behind.

#### **“Why do I need a website? I do not sell anything online.”**

More people search online for a product or service long before opening the yellow pages or printed phone directory. Will they find your business?

Everyone with sales experience knows that one must sell themselves or their business before selling their product or service. The Internet gives consumers an opportunity to learn about businesses that have websites. Conversely, consumers lose confidence when they cannot find a local company online.





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**“I just paid a lot of money for yellow page advertising or printing collateral materials. I cannot afford a website right now.”**

KT Graphics can work within a customer’s budget in order to develop a solution that will provide maximum exposure for the client’s Internet marketing dollars.

Eighty percent of all businesses marketing to consumers currently have an online presence. Eighty-two percent of business to business firms conduct business online. The competition is out there and your customers will surely find your competitors if they cannot find you.

**“I had a web guy. He or she took my money and never finished the job. I do not trust developers anymore.”**

With over 7 years of Internet marketing experience in Southern Nevada, KT Graphics has established a solid reputation. KT Graphics is heavily involved with the Better Business Bureau of Southern Nevada as well as the Las Vegas Chamber of Commerce and Business Network International. KT Graphics counts on referrals from satisfied customers for over 70% of their business. Frankly, we value our reputation so much that we will go to almost any length to keep our customers happy.

KT Graphics is always willing to step in and complete a job that another developer started.

**I do not understand why websites are so expensive.**

Actually, websites do not need to be expensive. It is possible to develop a very simple website for less than the cost of printing brochures. Of course, the more features and functionality that a customer wants, the more expensive the project will be. Many customers start out with a small website and then add features as their business grows.

KT Graphics always bids per job rather than per hour so that the customer knows the costs right up front. KT Graphics is also willing to develop customized website solutions to work within our customers’ budgets. We can provide custom website packages starting at \$499. Although, every website we build is custom-designed, customers can get an estimate of what their vision would cost by referring to the Web-Development Package Price Sheet.

