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## Are Websites Still Important to Have in 2021?

**Personal Touch Concierge Service® is a multi-VA company. We have 5 divisions: Administrative; Social Media Marketing and Management; Website Design and Maintenance; SEO Performance Management; and Bookkeeping Services. Please visit our website for a full description of all services we provide – and as always, please feel free to contact us!**

I'm not sure what to say about 2020, except good riddance. Overnight our world and what we held to be true disappeared. And with this came many life-altering changes, some of which we bring into 2021 and others we left behind in 2020.

Our economy was turned on its head during this pandemic. How and where we did business changed—some things for the better and others for the worse. Many businesses were left wondering how to survive, create revenue, and think outside the box with the ever-changing guidelines that were required. Others thrived.

One thing that has changed is how consumers buy—from services to retail and everything in between. Having a website in 2020 with the ability to deliver products via download or real-time shipping allowed business owners to stay afloat and stay open for business 24/7, no matter what coronavirus lockdowns dictated.

Many who came out on the other end of 2020 with their businesses open have done so by improving their website.

I wanted to share some thought processes with you in this article, exploring why having a website will be a crucial part of your 2021 success.

Let me draw you a figurative visual. If you look at your business as a cake, here is where the website "layer" would fit in. Think of it like layers of a cake:

- The individual raw ingredients – strategy, goals, improving your customer list, balancing the budget, dealing with time management, and working with vendors or clients
- The cake – think products, packages, services, etc.
- **Icing – your WEBSITE**
- Candles – SEO
- Candle flame – social media

Of course, this is a broad analogy. But if you don't get the right balance of all the parts of the cake, well, then you probably won't have a cake that will "rise" to the challenge. (ha!)

Often, I have new clients come to me, and all they want to talk about and do is focus their efforts and budget on social media. Why? Because social media sparkles, glitters, and shines much more brightly and louder than a website. It's a one and done—create the content and publish it, rinse and repeat the process. And, depending upon their website, we may recommend that they update their website before we start on social media. Like social media, your website should be a living thing—always changing, always improving, and always adding content. And depending on your business, it's where you want to send people from social media.

Your website is where you'll inform visitors about everything you do. You'll tell them who you are, what you do, how you operate, it may be where they purchased your products, it can have a client portal to interact directly with your clients. You control it 100%, for better or worse. Don't get

me wrong, social media is a vital part of growing your business, but a website is where the golden nuggets are found and here is why:

A website establishes your **social proof** and helps you **align your brand** with your users, thereby establishing trust.

On your website, you can write blogs and add reviews and media publications, all of which help the viewer know you better and build trust.

When your site follows a branding guide, users learn to **associate your brand** with your offers, products, and services. These three points alone help create a more **personal connection** with you, thereby increasing the know, like, and trust factor.

Google **search engines love websites (that are kept up-to-date)**, and Google helps you to be found.

Many, if not all, of **your competitors have a website**. Take a look at their site. What is it that attracts you and others to their site? What turns you away? Things like slow loads, small fonts, and too many flashing images tend to turn people away. However, fast-loading images, concise wording, larger font size, and ease of navigation keep clients on your site.

One of the best approaches to the flow of a site is through story branding. Story branding is about finding the customer's pain point and solving it through storytelling.

And remember: it's your site. **You control the narrative** and, when you control the narrative, it is easier to guide the customer through purchasing a product or service.

Speaking of products and services, having a website **takes down any geographical fences**. Your site is **open 24/7**. You can reach the customers who only have time to shop in the evening, extending your brick-and-mortar business hours, or if you don't have a brick-and-mortar store at all.

Do you have a product or service that pairs well with another item you offer? Websites are a "secret sauce" for **cross-promotions and upselling**. Remember, you control the narrative from site discovery to product or service purchases.

We can't grow what we can't measure; websites are an accurate vehicle for **determining ROI**. Google Analytics can quickly drill down to the minute details of where the user is from, how long they stayed, and what they purchased. All of these segments can be measured easily.

The main takeaway here is that you control your website; the website content can improve your SEO if done correctly; and you can find out information from your site to help you get in front of your clients and customers.

Ask us how an up-to-date, modern website can improve your bottom line.



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