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A website is a very important tool in businesses today, and with creativity and dedication, it can help boost profits in the online front. As a company, having created a site is not enough. Users will simply browse the site, to view the content, get bored then log out. You will have to take advantage of it, so as to earn as much money as possible. Take a website as a tool, that if used well, then it can benefit you, but if the site is ignored, and never maintained, then you would have wasted all that, you had invested in creating the website. In this article, I will provide 3 key points on how companies can earn from their websites.

The first point is Advertising and marketing. Obviously, when you create a site for your business, it is like a form of advertising; that is reaching out to online users, from around the world. By effectively applying attractive graphics, images and text, it will be able to catch the viewerâ€™s attention, hence spreading the word, of your business. This would be appropriate if it is displayed in the home page, of the website. The content should contain all the relevant information about your company, such as background information, services offered, and discounts, if available. The content displayed, should be positive, in order to encourage your potential customers, seek your services or even buy your products.

The second point is to Charge for advertising. If your website is popular enough, then there would be other sites wiling to advertise into your site. You should take advantage of this, and charge other companies who are willing to advertise their products on your site. Charge an amount of 5 pounds per month for example, for posting Ads in form of flashy banners, spread out on the web site. This method can earn your company more money, as long as your site has high traffic. Another option is to use pay-per-click services, and get paid for every Ad that is viewed by your users.

The final point is the provision of online service. Make it easier for your clients to access your services and products, by enhancing communication. If for example, you are selling products, and then create an electronic order form page, where clients can choose their desired products, and buy it online. Integrate online payment services like Pay pal, Payoneer and Mooney bookers, for easier transactions. You can also provide free shipping or free delivery of products to your clients, wherever they may be. You should also create a live chat pug-in, so as to provide easier customer service 24/7. By enhancing online communication, your customers will always be happy, and will always be coming back for more.

In my opinion, companies should not underestimate the power of websites. They can earn a lot of money, on the online front, and possibly be the main source of money. There are many businesses earning millions online. If you are a business owner, and you are thinking of boosting your yearly income, then it is time to get the best out of your website.

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