



# Why your business needs a **website**

What the numbers say about getting found, getting trusted, and getting customers — and the simplest way to get there.

Presented by North Webcrafter

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# Your customers look online first.

# 76%

of consumers check a business online before visiting in person.

- **Google is the first stop**

More than 3 in 4 shoppers research a local business on Google before they ever walk in.

- **First contact is digital**

Your listing and website — not your front door — are now the real first impression.

# When they search, they're ready to act.

# 78%

of local searches on a phone lead to an offline purchase.

- **"Near me" = high intent**

About 28% of nearby searches end in a purchase — often the same day.

- **No website, no presence**

Nearly half of all Google searches are local. With no site, you're invisible at the moment of decision.

# You're judged in milliseconds.

# 75%

of people judge a company's credibility by its website design.

- **94% of first impressions**  
are design-related — before a visitor reads a single word.
- **~50 milliseconds**  
is all it takes for someone to form an opinion of your site. A polished site signals a serious business.

# A website isn't a cost. It's growth.

2.8x

more likely to grow revenue — with a website vs. without.

- **The gap is your edge**

Around 29% of small businesses still have no website. Showing up well puts you ahead of them.

- **Customers walk away**

31% of shoppers say they've skipped a business simply because it had no website.

## So what does a website usually cost?

### DIY builder

**\$15–50**

/month

Templates and drag-and-drop — plus dozens of hours of your own time, and you still manage everything.

### Freelancer

**\$2,000–8,000**

one-off

A custom build up front. Updates, hosting and fixes are usually on you afterwards.

### Agency

**\$6,000–35,000+**

one-off

Full service and full price — often more than a small business wants to commit.

And on top of the build, expect ongoing hosting, domain, SSL and update costs of roughly \$50–\$200 a month — managed by you.

Sources: 2024–2026 web-design pricing guides (Jim.com, GruffyGoat, OneNine, Leadpages).

There's a simpler way.

# The Starter Managed Website

A professional one-page website — built, hosted and maintained for you. No servers, no dashboards, no technical headaches.

**\$299**

one-time setup

**+ \$49.99 / month**

Managed hosting & monitoring,  
plus one small update every month.

## Everything handled, end to end.



### Custom one-page site

Mobile-friendly, fast, and built around your business.



### Managed hosting + SSL

Reliable hosting, DNS, redirects and HTTPS configured for you.



### Basic SEO

Title, metadata, favicon, sitemap and indexing so you can be found.



### Google Business Profile

We add your new website to your Google Maps listing.



### One update a month

Text, images, hours, contact info or links — just send them over.



### Email support

A real person to email for website questions, no ticket queue.

# From idea to online in four steps.

**1**

## Reach out

Email us or scan the card. Tell us about your business.



**2**

## Share details

Send your logo, text, images and contact info.



**3**

## We build & launch

We design, configure DNS/SSL, publish, verify, and add you to Google Maps.



**4**


## We maintain it

You're live — with hosting, monitoring and a monthly update handled.



# Let's get your business online.

Scan to save our card and request your Starter Managed Website  
— or just send an email.

 [northwebcrafter@gmail.com](mailto:northwebcrafter@gmail.com)  
(347) 981-2203  
[northwebcrafter.com](http://northwebcrafter.com)  
[northwebcrafter.com/vcard.html](http://northwebcrafter.com/vcard.html)



Scan to save our card