

# Website myths that could be keeping your small business small

If you've got a small business, you probably have a [website](#), right? Actually, according to [statistics](#), less than 64 of small businesses have websites!

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Here are some of the common myths that could be standing in the way of small businesses getting online and reaching the full potential.

## 1. My business is too small so I don't need it, as social media alone will work for me

No business is too small to have a website. Yes, even your teeny tiny side hustle. Consider your own buying behaviour for a moment.

When you are looking for a particular product or service, what do you do? You search for it online, don't you?

Social media plays an important part in the greater scheme of things, but your website is the glue that will tie all your online efforts together.

## 2. It is too expensive

Au contraire! Small businesses can benefit from website building software like [Domains.co.za's site builder solution](#), which allows you to create your own professional-looking website for as little as R100 per month.

Choose from 100s of templates, place drag and drop plugins where you want them, and literally copy and paste your content. Ta-da! You can have a professional-looking site ready within hours.



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## 3. Expect instant results and sales

Once your website joins the world wide web, your website must be crawled by search engines in order to be indexed. This can take anything from days to months depending on many variables. Don't wait for Google and other search engines; after making your site live, start writing and publishing more content (blogs, videos, descriptions etc.).

Market your website; use social media and link back to your website. All this activity will encourage search engines to come to check you out sooner. You can also try to [submit your site manually](#).

#### 4. My website needs to be perfect before I make it live

When it comes to websites, perfection is an illusion. This is because a website is an ongoing project, and as mentioned in point three, and takes a while for search engines to index it. Therefore, the sooner you get it live, the better in the long run. With [Domains.co.za's site builder](#), you can log in at any time and edit your page content, upload more pictures, etc. So, your website doesn't need to be perfect right from the start.



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#### 5. Conversions occur without any additional effort

If only in real life people need a little more convincing. Studies have shown that it generally takes around seven interactions with a brand before a [prospect could potentially convert](#). So how do you interact with prospects? Through marketing! Social media marketing, email marketing and paid media can all help you get those conversions you are after.

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