

## Why Interior Designers Need Websites

By Faith Monson

Nearly half of U.S. small businesses have websites, according to USA Today. Even before the financial crisis, small businesses and solo professionals had begun turning to the Internet to reach a global audience and to better serve their customers right next door. Experts predict that companies without a web presence will be at a disadvantage as customers in all industries now expect an online site as part of doing business.

So why should an interior designer have a website? Here are five reasons why an online presence is well worth your time.

1. **World-wide exposure.** Too many designers never receive the recognition they deserve because their work doesn't reach a wide enough audience to ignite fame. With a well-designed website, your portfolio can reach millions of people all around the world—potential clients, reporters, bloggers and corporate decision-makers. That can mean increased opportunities for projects, show houses, commercial bids and interviews.
2. **Qualified, 24/7 referrals.** Your website transcends time zones to work while you sleep. Today's customers are more likely than ever before to bypass the media when looking for a solution and go straight to the Internet. If you're relying on traditional media for articles and ads to reach clients, you're missing out on an increasingly large share of the market that relies on web searches to find what they're looking for. If you're not on the web, they don't even consider you.
3. **Credibility.** Americans now expect to find companies on the web. Companies that lack a web presence look less professional, more limited in scope, and less stable than those with good quality websites. Even if a prospect finds you through word of mouth, they may rethink their choice if they can't find out more about you online.
4. **Competitive advantage.** Your website defines you. It provides a chance to see your portfolio, read about your recent projects, view or listen to client testimonials and celebrate your show homes or awards. Without a website, you lose the chance to define yourself, and others may not define your work or speak to your capabilities as well as you would.
5. **Websites are a great venue for self-expression and creativity.** Just as your workspace or your business card make a statement about you, your website can make a striking visual impression on prospects. Through the design of your site, you can showcase your personality. Visitors will know right away whether you are bold or restrained, modern or traditional. A website can express who you are as a designer and allows potential clients to see what you have to offer them. With web audio and video, you can showcase your talent in whole new ways with plenty of drama and panache.

Interior designers with websites have a big advantage over those who don't. We live in a visual world, so the more visual a website is, the better you can communicate your talents and ideas. Today it's surprisingly affordable to build a great website. You'll find other cost savings to having a website, including reduced costs for printing and mailing, since you can refer prospects to pictures on your site rather than having to reproduce and distribute these individually. Even better, the information on your website is easy to update, so if you change your phone number, your address or other details you don't have to scrap a box of expensive brochures that are now out of date.

A website is living; it is constantly being viewed and can change with your needs. So let the world see through your eyes. Share your creativity and design-driven thoughts with the world. A great website will help you achieve things paper will never be able to do.

Faith Monson is a Success Consultant who works with entrepreneurs, designers, retailers and sales-driven organizations. She makes people and businesses better by daring them to be great and helping them to reach their full potential. Visit [www.FaithMonson.com](http://www.FaithMonson.com) or contact her directly at 703-237-2077 or [Faith@FaithMonson.com](mailto:Faith@FaithMonson.com).