

Growing importance of the Internet for SMEs

21 May 2013 by Annette Jaromin

The SME study "SMEs and Advertising 2012" by Telegate and Psyma shows the online world is becoming increasingly important for small and medium-sized businesses. Already 71 percent of the surveyed companies are represented on the web with a dedicated website. Rising trend.

The reason for this trend is the increasing acceptance of the Internet as an effective tool for customer acquisition and retention. However many SMEs sites fail in their effectiveness due to lack of resources in terms of staff and budget as well as insufficient know-how in programming, usability and online marketing. The challenge then is to bring layout / design, interesting content and flawless implementation into harmony. Because: a website is like a second consulting room or an additional branch of a company. It provides an important, first impression and should therefore put forward an appealing design and a clear structure. In the absence of Web affinity, "homemade" is not very promising at this point.



Once started on the Internet you need to regularly invest time in updating and optimizing the company website to exploit the potential of the versatile and fast Internet.

As our online marketing specialist Max puts it: "To do a fast re-launch in addition to the daily business, works only in rare cases. More and more small and medium-sized companies recognize that their online presence must be professionally implemented."

We will review every inch of your website - [contact us](#) for a free initial consultation.

Source: SME-Study (in German) ["Mittelstand und Werbung 2012"](#).

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