

# Pros & Cons of **facebook**®



Why Small Local  
Businesses Like  
**facebook**®



# Cost-Effective

Setting up a Facebook business page is free.



# Ease of Use

Facebook is easy to set up and manage, even for those with limited technical experience.



# Large Audience

Facebook boasts billions of active users worldwide, offering a massive potential reach.



# Mobile-Friendly

The platform is designed for mobile use, which is crucial given how many people access the internet via their phones.



# Direct Engagement

It allows for communication with customers, building relationships, and providing quick customer service.



# Targeted Advertising

Facebook's advertising platform allows for specific targeting based on demographics, interests, behaviors, and location.





Disadvantages of  
**facebook**®  
for Small Local  
Businesses



# Lack of Control

Facebook can change its algorithms, policies, or even shut down your page at any time, significantly impacting your business with little notice.



# Limited Customization and Branding

While you can upload your logo and cover photo, your brand's online presence is constrained by Facebook's design and features.

A website offers complete creative freedom.



# Declining Organic Reach

Facebook's algorithm increasingly prioritizes content from friends and family over business pages.

To reach a significant portion of your audience, you often need to pay for ads.



# SEO Limitations

While your Facebook page might appear in Google search results for your business name, a dedicated website offers far more opportunities for Search Engine Optimization (SEO) to rank for various keywords and bring in organic traffic from search engines.



# Limited Functionality

Facebook pages are great for basic information and engagement, but they can't replicate the full functionality of a website, such as detailed product description, service information, coupons, and downloadable forms.





I have a Facebook  
page for my business.

**Why do I  
need a  
website?**



# Credibility

A professional website establishes credibility and trust with potential customers.

Lack of having a business website appear less reputable in this digital era.



Café		Panes	
Americano .....	9.99	Medias Lunas .....	
Espresso .....	9.99	Danés .....	
Cappuccino .....	9.99	Baguette .....	
Café Late .....	9.99	Croissant .....	
Macchiato .....	9.99	Tostadas .....	
Bebidas Frías		Desayuno	
Té Helado .....	9.99	Tostada Francesa .....	
Café Frappe .....	9.99	Huevos .....	
Smoothie .....	9.99	Sandwich .....	
Café Helado .....	9.99	Muffins .....	



# 76%

Of consumers will search for a company's website before visiting their physical location.



*Data from 2025 Clutch Research*

# 45%

Among these consumers  
visit in-person if the business  
has a strong online presence.



*Data from 2025 Clutch Research*

# 46%

Of all Google searches are for  
a local product or service.



*Data from 2025 Clutch Research*

# 53%

Of all small business  
website traffic comes from  
organic searches.



*Data from 2025 Clutch Research*

# 49%

Of businesses say that  
organic search brings them  
the best marketing ROI.



*Data from Local IQ*

# Direct Engagement

You can share Blogs from your website onto Facebook to maximize your reach.



# Large Local Audience

We can help you reach long-term local residents of the community who are consumers with established buying power.





# Unlimited Customization and Branding

Have complete creative freedom by uploading a business logo, color design choice, add local photos on the homepage slideshow and more!





# Unlimited Functionality

With a website, you get **unlimited access** to enhance your online presence. Easily add detailed product descriptions, service information, coupons, local photos and video galleries, upcoming events, downloadable forms, and insightful blog posts.

