Pros & Cons of facebook facebook ®



Why Small Local Businesses Like

facebook



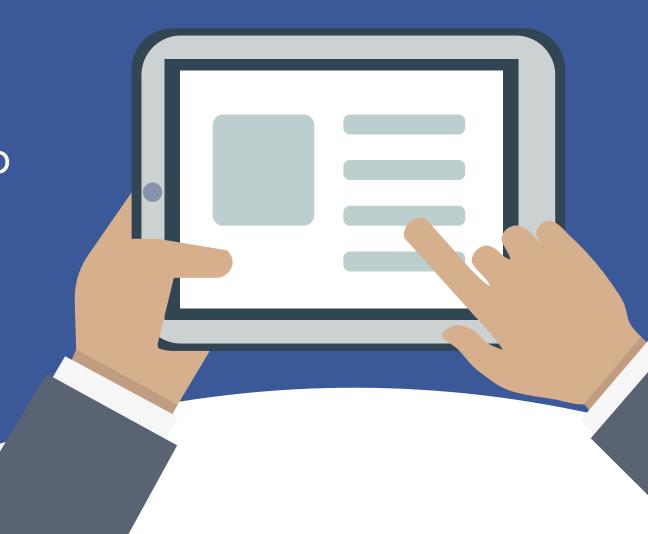
Cost-Effective

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.



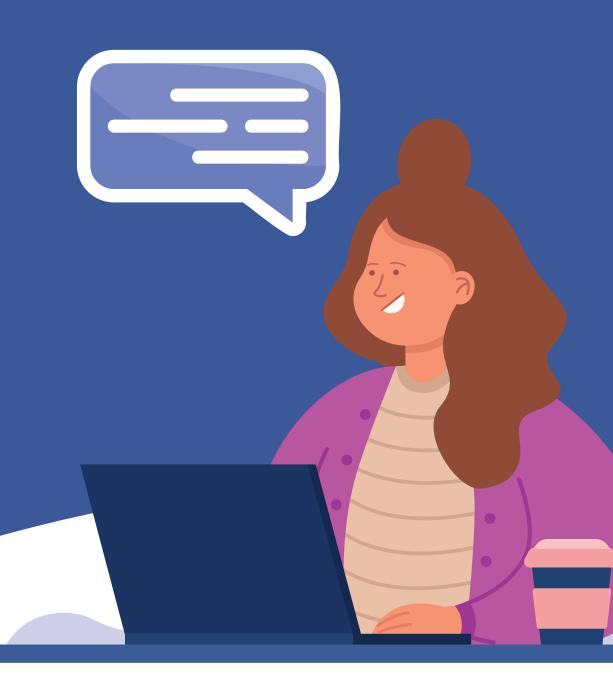
Mobile-Friendly

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.

Mayco need d 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.



76%

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



45%

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





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



53%

Of all small business website traffic comes from organic searches.



49%

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



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.

