



Let's compare Facebook Page vs. Website

"Do I still need a website if I have a Facebook page for my business?"

Facebook Page	Website
Limited Flexibility - you can upload a logo & photos, but you can't change the Blue & Grey.	Beautiful Site Design - specifically designed for your small business.
Co-Branded - Can't get rid of "Facebook" logo.	Branded Just For You - A website is specifically designed for YOUR business including your own custom domain name.
Advertisements - These appear on the side of your page, possibly featuring your competitors!	Ad-Free - Your website is all about you and not the competition.
No Control - If a negative comment or review shows up, it's there for everyone to see.	You're the Boss - Control when, where and what you want your customers to see.
Timeliness - There's no hiding the fact that your last post was 2 months ago.	Keep Content Fresh - Easily add new content whenever you want.
Not everyone is on Facebook - 1 out of every 3 people are not on social media, and many specifically avoid it and refuse to click on Facebook results in their Google searches.	Expand Your Reach - A website is the storefront of today and allows you to reach all internet users.
Terms & Conditions - Every social media site has their own rules about what you can and cannot post, including promotions & specials.	Make Your Own Rules - Don't let someone else determine how you run your own business!
No Ownership - You are at the complete mercy of the corporate execs at Facebook. If your page gets shut down, you can't do anything about it.	You Own It - With your own website, you are never at the mercy of someone else's business decisions.

Bottom Line:

Social media is NOT a substitute for a website but can be a valuable extension of your brand and a helpful component of your marketing strategy. While a Facebook Page can be beneficial, your website is where your customers will go first for accurate, trustworthy information about your business.