



# 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
<b>Limited Flexibility</b> - you can upload a logo & photos, but you can't change the Blue & Grey.	<b>Beautiful Site Design</b> - specifically designed for your small business.
<b>Co-Branded</b> - Can't get rid of "Facebook" logo.	<b>Branded Just For You</b> - A website is specifically designed for YOUR business including your own custom domain name.
<b>Advertisements</b> - These appear on the side of your page, possibly featuring your competitors!	<b>Ad-Free</b> - Your website is all about you and not the competition.
<b>No Control</b> - If a negative comment or review shows up, it's there for everyone to see.	<b>You're the Boss</b> - Control when, where and what you want your customers to see.
<b>Timeliness</b> - There's no hiding the fact that your last post was 2 months ago.	<b>Keep Content Fresh</b> - Easily add new content whenever you want.
<b>Not everyone is on Facebook</b> - 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.	<b>Expand Your Reach</b> - A website is the storefront of today and allows you to reach all internet users.
<b>Terms &amp; Conditions</b> - Every social media site has their own rules about what you can and cannot post, including promotions & specials.	<b>Make Your Own Rules</b> - Don't let someone else determine how you run your own business!
<b>No Ownership</b> - 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.	<b>You Own It</b> - 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.