

Online presence is 'important'

An online presence is important for any business, one expert in the industry states.

Editor of smallbusiness.co.uk Adam Wayland comments that consumers use the web to search for products, thus firms need to be found when using a search engine company.

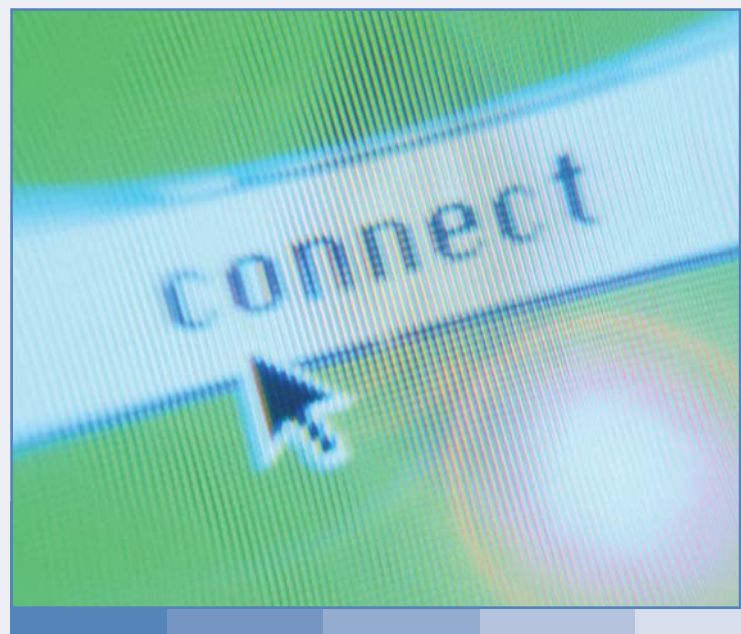
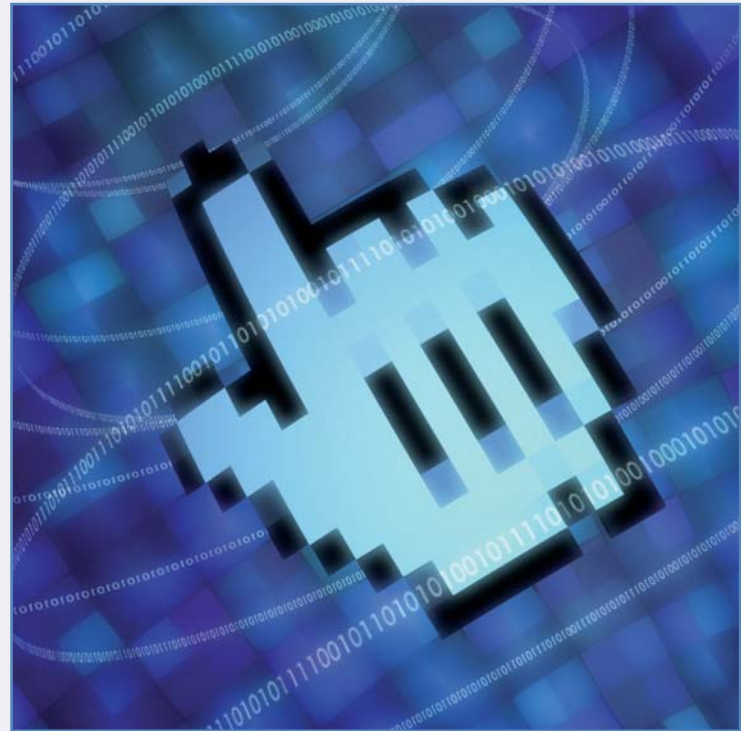
However, he does add that it is not necessary for companies to have the latest internet applications on their website.

"I don't think every small business needs a website that is totally interactive and using Flash, and using very high-tech programs," he remarks.

Mr Wayland notes that growing a business using the internet is possible, particularly if firms are not worried about the overheads that office expansion could create.

Figures from UK Online reveal that many companies are still operating without internet connectivity.

As many as two-thirds of enterprises that employ between one and ten people are still without email or website facilities.



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