

MEDIA INFORMATION

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Window Shoppers Make Web Site Sense

More small businesses are establishing Web sites primarily to advertise and promote their business, in addition to conducting e-commerce, according to Queensland Internet expert Brendon Sinclair.

“We’re noticing that a lot of people are now using the web to window shop and research before purchasing – it’s a very strong factor influencing selection of where to buy high-priced items,” said Brendon Sinclair, Executive Director of Queensland-based Tailored Consulting and author of ‘The Web Design Business Kit’.

“Small businesses may not always benefit from direct e-commerce sites, but there is every indication that they benefit from a web site promoting their business and enabling online research,” he said.

Previous research by Verizon indicates a strong link between having a web site and increased profitability - according to the survey; small businesses that established a Web site to advertise and promote their business increased profitability 123% over the previous year.

Online retail sales continue to climb, with U.S. sales over the Internet up 4.7 percent in the final quarter of last year, according to the US Department of Commerce. Purchases over the Internet in the October-December period increase to a **record 2% of overall retail sales.**

According to Interactive Advertising Bureau and PricewaterhouseCoopers 2004 online advertising expenditure was **up 32%** to \$9.6 billion – a 32% increase over 2003.

“It’s time for business to get on the train or miss out for years to come,” said Sinclair.

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