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## DOES YOUR WEBSITE LOOK LIKE THE FORTUNE 500?

FEBRUARY 8, 2016 BY [BRIAN GREENBERG](#) [LEAVE A COMMENT](#)

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**Turn your website into a masterpiece.**  
Image courtesy [Gratisography](#).

The internet is a level playing field for all businesses. Small companies have the opportunity to win business from huge corporations strictly based on their website. To do this, it's necessary to show the world you're there for the long haul, because people don't want to do business with a company that may be out of business in a month. A primary business decision that pays long-term dividends is investing in a professional web design, because this is the first thing a customer will see.

I have built many websites over the years, and these websites PRODUCE! Many customers tell us that, based on the professional design of our sites, they assume we are the manufacturer of the products we sell, not a distributor. My insurance agency gets calls every day from people mistaking us for the insurance companies we represent.

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