
FROM THE MEHRUTHERM BLOG · WEBSITES

Does Your Small Business Actually Need a Website?

If you run a small or rural business and get by on word of mouth, here is an honest look at when a website is worth it, and when it can wait.

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If your business runs on word of mouth and a phone that keeps ringing, you might wonder whether a website is worth the trouble.

It is a fair question.

Plenty of good local businesses have gotten by for years without one. So rather than assume the answer is yes, here is an honest look at when a website earns its place, and when it can wait.

KEY TAKEAWAYS

- **You probably need one** if people look you up before they call, you answer the same questions all day, or you want to reach customers who do not know you yet.
- **It can wait** if you are at capacity and everyone who needs you already knows how to reach you.
- A website that is hard to update is worse than none, so whatever you build should be easy to keep current.

When You Probably Do Need One

People Look You Up Before They Call

Even in a small town, the first thing most people do when they hear your name is search for it online. If nothing comes up, or what they find is outdated, you can look closed even when you are busier than ever. For many customers, no website quietly reads as "not quite a real business."

You Answer the Same Questions All Day

Hours, prices, what you do and do not offer, where you are, whether you are taking new work. Every one of those is a phone call you could turn into a simple web page. A good website answers the easy questions, so the calls you do get are the ones worth your time. One of our clients, a custom butcher, was buried in calls just asking about pricing. Clear prices on the site turned most of those into real orders.

You Want to Reach People Who Do Not Know You Yet

Word of mouth reaches the people who already know someone who knows you. A website, set up so it shows up on Google, reaches the people one step beyond that. If you want to grow past your current circle, this is usually how it starts. (More on that in [getting found on Google](#).)

Why local owners finally get a website

Customers cannot find them online



Tired of answering the same questions



The old site is broken or embarrassing



Want to look more credible



Based on what we hear most often from local business owners, not a formal survey.

When It Can Wait

If you are already at capacity, not taking new customers, and everyone who needs you knows how to reach you, a website is not urgent. A simple, accurate Google listing may be enough for now. There is no shame in waiting until it solves a real problem for you. We would rather tell you to hold off than sell you something you do not need.

What a Good Small-Business Website Actually Does

A website that helps is not a brochure that just sits there. It should:

- Load quickly, especially on a phone, where most people will see it.
- Clearly explain what you do, where, and how to reach you.

- Answer the questions you are tired of repeating.
- Stay current without becoming a chore.

TIP

The "stay current" part matters more than people expect. A site that is painful to update slowly drifts out of date, and an outdated site can do more harm than no site at all. Before you build, ask how a simple change, like a new price or photo, actually gets made.

The Honest Answer

If a website would save you time, bring in the right kind of work, or keep you from looking closed to people searching for you, it is worth it. If it would simply sit there unused, it can wait.

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Not sure which applies to you? Get in touch and we will give you a straight answer, even if that answer is "not yet."

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