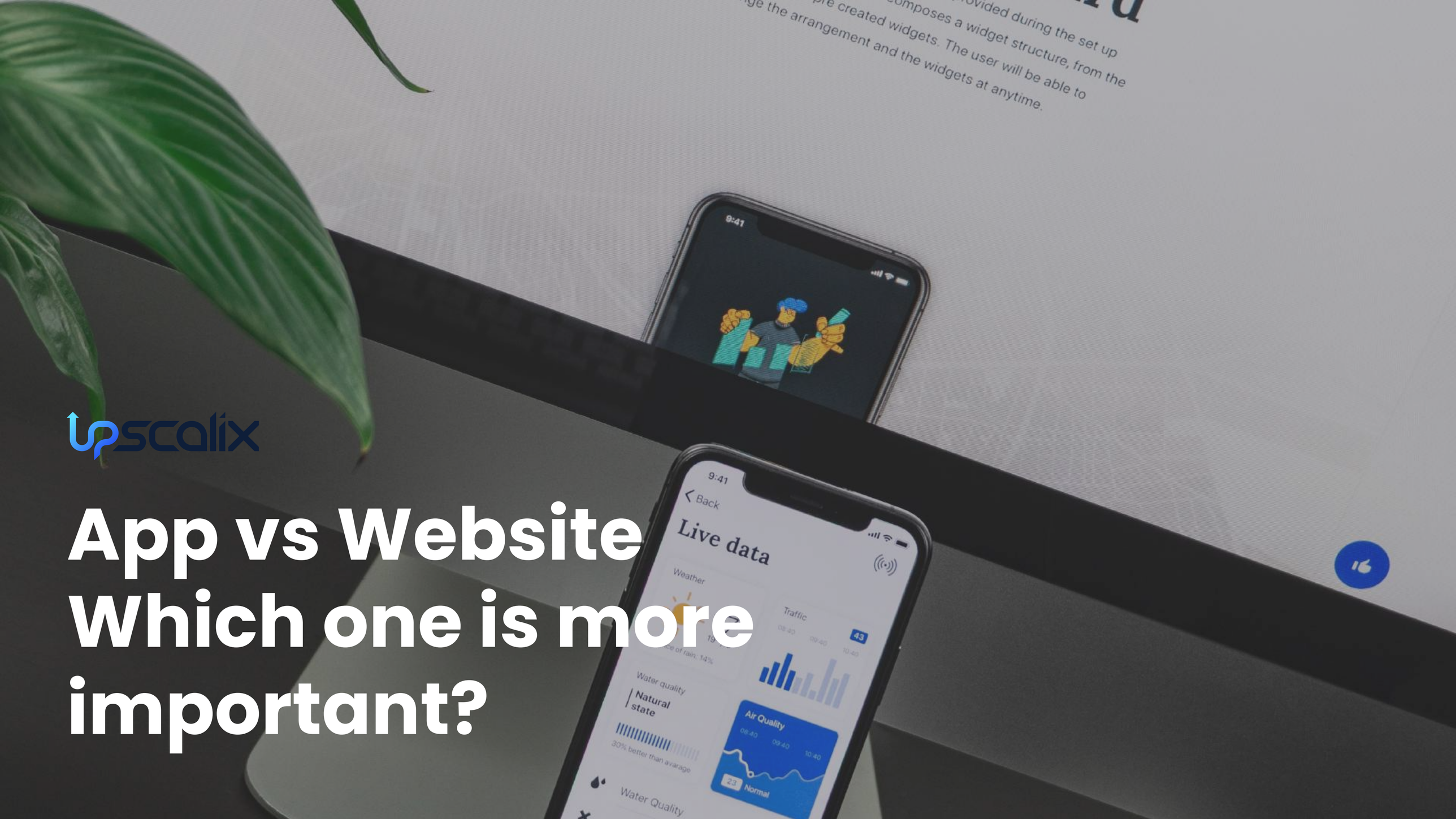

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App vs Website Which one is more important?

App vs Website
Which one is more important?

Going online is the best way to level up your business, through this you can spread brand awareness to your customers. However, there are so many ways to go online such as building an app or website. Choosing what platform to reach out to your customers with and advertising your service can be challenging. In addition, small business owners might struggle with deciding which one is a more cost-effective investment.

If you find yourself with the same concerns, reading this article can provide some clarity. We'll dive deeper to understand what apps and websites are. Also, we'll give you more insight into their benefits and costs, so you can make an educated decision on what's good for your own business. So, check them out below!

What is a Mobile App?

It’s a platform running on a smartphone specifically designed based on their operation systems: Java for Android and Swift or Objective C for iOS. The user must download it first from the dedicated app store. What native app is proud of is the ability to be used online or offline. It also has direct access to the device’s tools, such as maps, cameras, accelerators, and others.

Advantage of a Mobile App

Accessible

People spend their time on the smartphone more than 5 hours a day. By going mobile, you can expose your services or products 24/7 to current and potential customers.

Unique Features

Since it can access your device's tools, such as maps, camera, contact, and other tools, it can support your unique features, especially if yours uses a complex algorithm.

Gain Customer Insights

You can gain more customer insights through history or surveys through the app. Then, you can use it to improve your service and give them exactly what they want.

Disadvantage of a Mobile App

Require More Money, Time, and Energy

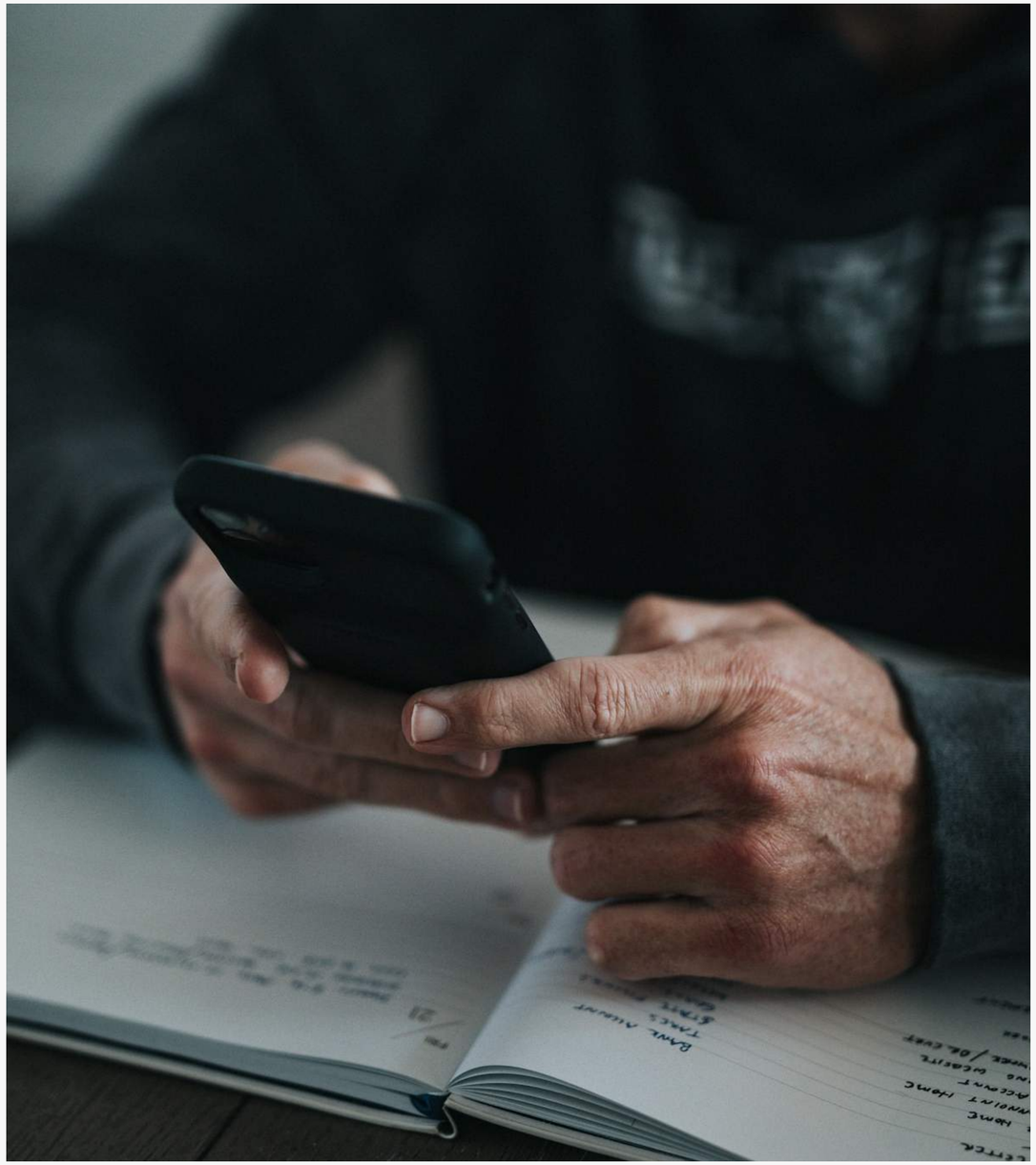
Because of the app's unique characteristics, you will need to create a different app based on the many operating systems you want to conquer. As a result, it will multiply the cost, process, and effort as well.

Complicated Process of Approval

Launching your app requires the app market's approval, which can be a long and complicated wait. If you don't fulfil the app market's long list of requirements, you have to be willing to fix it until it gets approved. What's more, the app market won’t supply you with a reason for rejection so the process can get quite tedious.

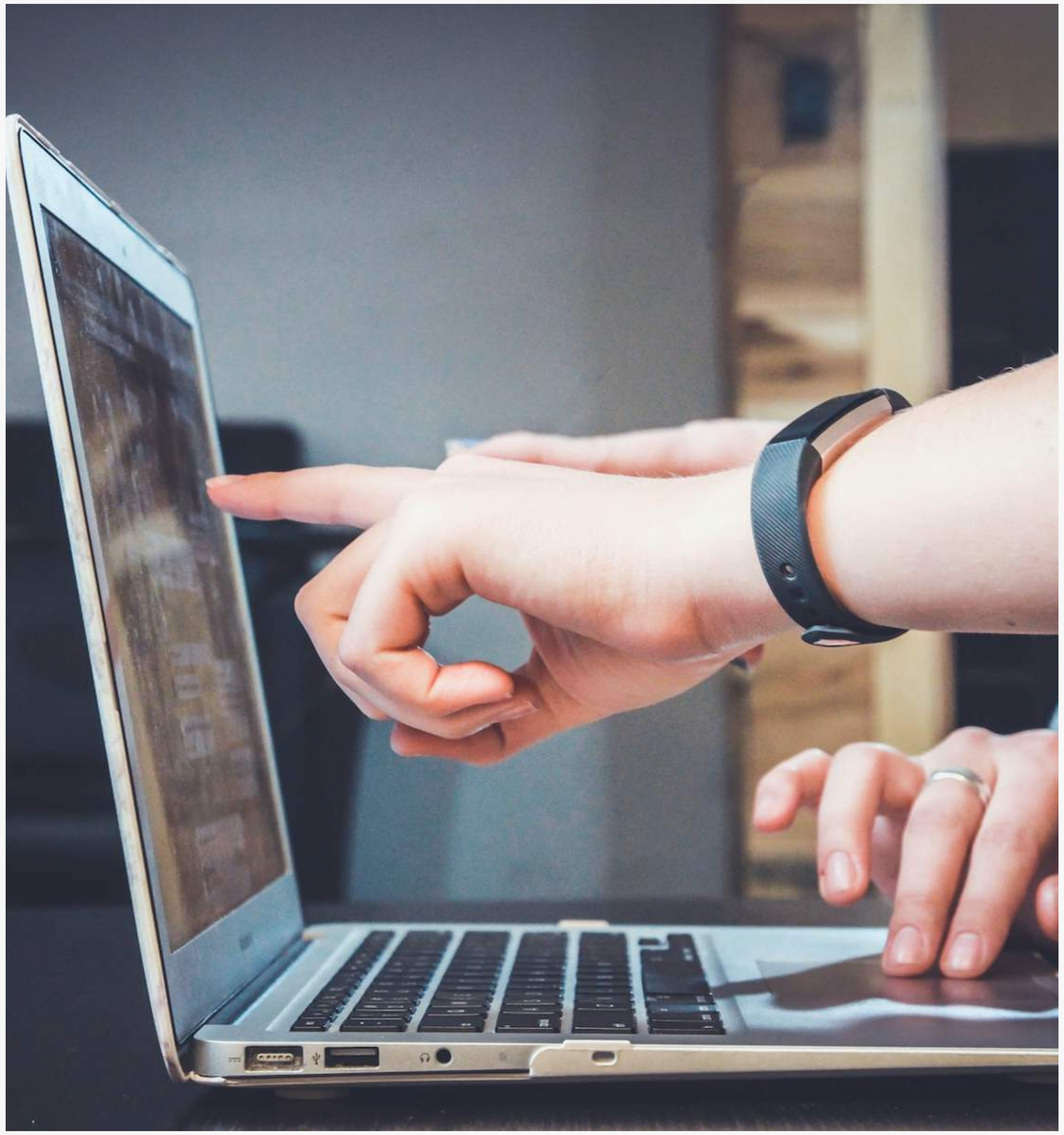
Continuous Maintenance and Upgrade

Maintenance in a mobile app is a must. It's not only for removing bugs and fixing errors that surfaces after its launch but as a tool for your business. You’ll always need to upgrade features, or you'll lose in the game.



What is a Website

A website is a group of web pages that can be accessed through browsers such as Internet Explorer, Google, Mozilla, or Safari. To support its life, a website can have 1 or multiple servers all at once.



Advantage of a Website

Less Time and Cost

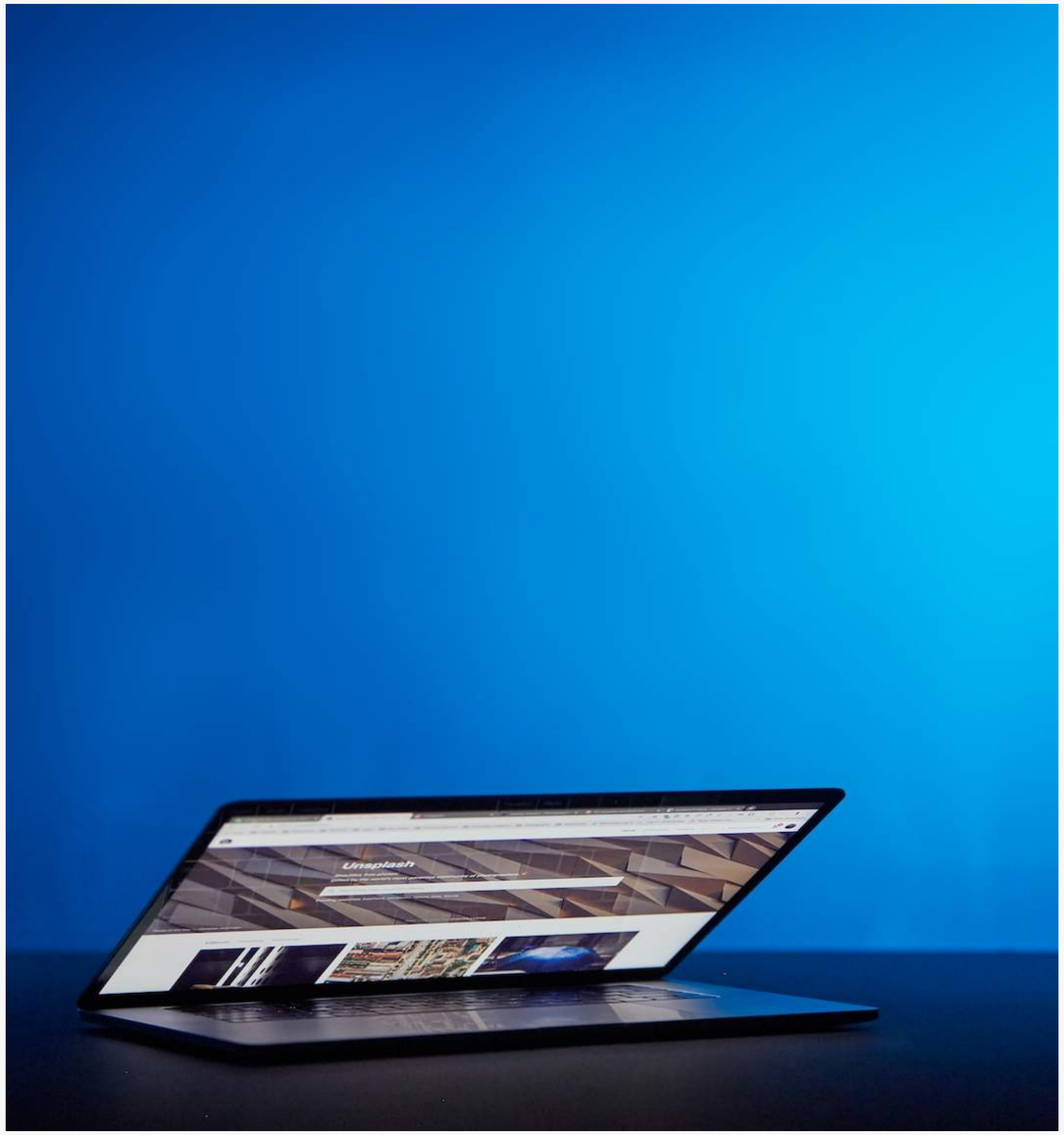
Developing a website requires less time and money than an app. Because you only need to build it once, do some work, and launch it.

Easy to Reach

Users can access your website through various browsers regardless of their operating system. Also, it doesn’t need to be installed on a smartphone, which can promote higher conversion rates compared to an app.

Cheap and Easy Maintenance

Unlike the native app, where you have to maintain it based on the dedicated platform, you only need to do a one-time maintenance for your website. Then, you can implement the change to any platforms and operating system.



Disadvantage of Web

Internet Requirement

A website needs an internet connection to deliver its content. When the internet’s signal is interrupted, that could be a big loss for a business owner.

Huge Competition

Many websites look similar to yours. Without a proper digital marketing strategy and some unique web features, small businesses will be difficult to combat big enterprise that arms their websites with fantastic features.

Prone to Cyber Attack

Websites are prone to malicious cyber-attacks such as viruses, spam emails and comments that can affect the web's performance. Without a high-security system, your business will be at risk.

App vs Website
What's the Best One?

Those are some advantages and disadvantages on both sides. A mobile app is a good choice if your business needs high security and a complex algorithm to deliver your service.

Besides delivering the best user experience, customers spend money on their smartphones, which can elevate their sales. However, if you're new in the market, a website is a wise step to start, and it's cost-effective.

Choose wisely based on your needs. If you're confused about choosing which one that fits your business, you can contact us to get the best solution for your business. We provide not only good insights but also some experts to create a solution for your business based on your requirement. We give real proof, not empty promises. So, what are you waiting for?

Start your business journey with us right now!

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