

— FREE GUIDE FOR JERSEY BUSINESSES

Do I need a website for my Jersey business?

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GETTING STARTED

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By Josh, Jersey Web · Updated 10 July 2026 · Read it online: jerseyweb.je/guides/do-i-need-a-website-for-my-jersey-business/

Plenty of Jersey businesses run on word of mouth and a social page, and for some that genuinely is enough. But the way islanders find and check out local businesses has changed. Before someone calls a tradesperson, books a table or picks a therapist, they look them up, and what they find (or do not find) decides whether they get in touch.

What a website does that a Facebook page cannot

- ✓ **It shows up on Google.** Social posts rarely rank for “[your service] Jersey” searches. A proper website can. See our [local SEO guide](#).
- ✓ **You own it.** A platform can change its rules, throttle your reach or suspend your account overnight. Your website is yours.
- ✓ **It is built to convert.** Clear services, prices, opening hours and a one-tap way to contact you, not buried under an algorithm.
- ✓ **It builds trust.** A tidy, professional site signals you are established and serious in a way a personal profile does not.

When you might not need one (yet)

If you are fully booked from referrals, sell entirely through a marketplace, or are testing an idea before committing, you can wait. A single well-kept Google Business Profile can carry you for a while. But the moment you want to be found by people who do not already know you, a website stops being optional.

The real reason most Jersey businesses delay

It is rarely that they doubt the value: it is the cost and the hassle. That is exactly the barrier a [cheap first business website](#) is meant to remove: a professional, mobile-friendly site from £100, so the decision is about whether you want customers, not whether you can afford the setup.

Ready to be found online?

We build modern, mobile-friendly websites for Jersey businesses. Builds start from £100, depending on the job, and hosting is from £20 a month.

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