


A WEBSITE OF YOUR OWN FOR YOUR BUSINESS

# Your customer is searching. Do they find you?

Only 1 in 10 small businesses in Brazil has its own website. The rest rely on Instagram and WhatsApp, which they don't own and which can go down the day a customer comes looking.

| | | | |
|---|---|---|---|
| **57%** searched for products and services online in Brazil (Cetic.br, 2025) | **64%** of Brazilians start their search on Google (Mapa da Busca 2026) | **96%** of Brazilians read Google reviews before choosing (Reclame Aqui) | **10%** of small businesses in Brazil have their own website (Sebrae) |

IN THIS DOCUMENT

# Everything you need to decide

Click a line to go to its page. The WhatsApp and source links work too.


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Informational material from Info4RT Design Criativo. The test and the calculator give estimates, with no guarantee.

1-MINUTE TEST

# Is your business visible today?

Check the box for each statement that's true for your business. Then count how many you checked.

- [ ] People searching Google for my service **don't find** my business.
- [ ] I sell **only through Instagram and WhatsApp**.
- [ ] Prices, hours and address are **scattered** across posts and chats.
- [ ] **I don't know** where the customers who contact me come from.
- [ ] I've already **lost customers** who couldn't find the information or didn't trust me.
- [ ] I'm thinking of serving **another city**, opening a branch or selling online.

### How many did you check?

**0–1** **Low risk.** Check that your website shows up on Google and leads straight to WhatsApp.

**2–3** **Medium risk.** People searching Google for your service may be finding a competitor before you.

**4–6** **High risk.** Outside Instagram, your business barely exists. If the account goes down, customers have nowhere to find you.

Show me how mine would look →

WHAT MANY PEOPLE THINK

# Five beliefs that cost you customers

On the left, what you hear every day. On the right, what happens in practice.

MYTH

**I have Instagram, I don't need a website.**

IN PRACTICE

The account belongs to Meta: it can be blocked, hacked or go down, as on October 4, 2021, when it was offline for about 6 hours. The website and the domain are yours.

MYTH

**Customers find me on WhatsApp.**

IN PRACTICE

People who already have your number will find you. People searching for the first time go to Google: 64% of Brazilians name Google as the first place they search before buying (Mapa da Busca 2026).

MYTH

**Nobody visits websites anymore.**

IN PRACTICE

57% of internet users in Brazil searched for products and services online in the past three months (Cetic.br, 2025), almost all of them on their phones.

MYTH

**Google reviews don't make a difference.**

IN PRACTICE

96% of Brazilians read Google reviews before choosing, and 9 in 10 rule out anyone under 4 stars (Reclame Aqui, 2025). The Google listing leads to the website.

MYTH

**I'll deal with it later.**

IN PRACTICE

Only 1 in 10 small businesses has its own website (Sebrae, 2023). While yours doesn't show up, someone else's does in the neighborhood search.

SAME STORY, TWO ENDINGS

# Five years of a store, with and without a website

The same store, five years, two choices. The only difference between the columns is a website live since the first year.

| | Without a site | With a site |
|---|---|---|
| Year 1 | **The shop opens on Instagram**<br>Profile created, photos posted, orders over WhatsApp. No address of its own. | **The shop opens with a website**<br>Its own domain, a page on Google and a button that leads to WhatsApp with the message ready. |
| Year 2 | **Reach drops**<br>Each post reaches fewer people, and ads cost more to reach the same followers. | **Google brings new customers**<br>People searching for the service in the neighborhood find the shop, not just its followers. |
| Year 3 | **The account gets hacked**<br>Without the profile, sales stop. A children's clothing store saw its revenue drop 75% overnight (Diário do Nordeste, 2020). | **The account goes down, the website stays**<br>Customers can still find the address, the prices and the WhatsApp while the profile is recovered. |
| Year 4 | **Customers don't trust it**<br>People who come by referral look the shop up on Google, find nothing and give up. | **Customers check and get in touch**<br>Reviews, photos, address and contact in one official place. |
| Year 5 | **Growing in the dark**<br>There's no way to know where orders come from or what works. Ads are a shot in the dark. | **Grows by the numbers**<br>The website shows who visited and where they came from, and the ad money goes to what works. |

RUN THE NUMBERS

# How much do you lose without a website?

Enter your numbers: what one sale is worth and how many more customers would come if your business showed up in local search.

| THE MATH | YOUR NUMBERS |
|---|---|
| Average sale value<br>what one customer spends | R$ |
| Extra customers per month from Google<br>your estimate, if the business showed up in search | |
| Per month<br>average value × extra customers | R$ |
| **In 12 months, what you miss out on** | **R$** |

WHERE CUSTOMERS START

## 64% on Google

That's where people who don't know you search before buying (Mapa da Busca 2026). Without a website, those customers go to whoever shows up.

NOT COUNTED

## the customer who comes back

The referral they make, the review they leave and the day Instagram goes down.

IT HAPPENED WORLDWIDE

# The day Instagram went down

For about 6 hours, anyone who sold only through Meta's apps had no storefront and no counter. Businesses with a website still showed up on Google, with address, phone and hours.

**6h**

**12h30** October 4, 2021: **Instagram, WhatsApp and Facebook go down** worldwide.

**Cause** A maintenance command **takes down Meta's network** (Meta Engineering, Oct 5, 2021).

**18h30** Around that time, **Instagram and Facebook start coming back** (CNN Brasil).

**Night** **WhatsApp comes back** last, late in the evening.

**−75%** In another case, a children's clothing store had its **account hacked and saw revenue drop 75%** overnight (Diário do Nordeste, 2020).

> Social media is a borrowed shop window: the landlord decides when it opens and closes. Your website is your own address, and it stays up when the window goes dark.

WHAT IF I KEEP GOING WITHOUT A WEBSITE?

# Six things that can happen

01

### People searching on Google find your competitor

64% of Brazilians start on Google before buying. Without a website, your business is left out.

02

### The account goes down and sales stop

A hack, a ban or an outage, and customers have no other way to reach you.

03

### New customers don't trust you

People who get a referral look you up before calling. Without an official address, there's nowhere to check.

04

### You sell in a rented space

The algorithm decides who sees your post, and the rules change without notice.

05

### Your ads run in the dark

Without a website, you can't measure where customers come from or what each order costs.

06

### Your brand looks smaller than it is

A Gmail address and a social media link on your business card, like 9 in 10 others.

WITH A WEBSITE, YOUR BUSINESS GETS

### A place on Google

People searching nearby find you.

64% start on Google · Mapa da Busca 2026

### An address of your own

A domain in your name, out of the algorithm's reach.

.com.br domain in your name

### Trust

Reviews, photos and contact details in one place.

96% read reviews · Reclame Aqui 2025

### Open around the clock

Prices and hours online at night and on Sundays.

99% go online by phone in Brazil · Cetic.br 2025

### A path to WhatsApp

The button opens the chat with a message ready to send.

82% sell on WhatsApp in Brazil · Sebrae 2026

### Real numbers

Who visited, where they came from and who clicked.

measured with Google Analytics

HOW IT WORKS

# From the first talk to a live website

You tell us what you sell and where you want to go. Info4RT handles the rest, from the first talk to the website going live.

## 01

### First talk

You tell us what you sell, to whom and how customers find you today. That shapes what the website needs to have.

## 02

### Approved design

You see the site on phone and desktop and approve it before we build it.

## 03

### Build

Copy, photos and Google basics done together, checked on every screen size.

## 04

### Live and on Google

Domain, WhatsApp and analytics connected. You see who visited and where they came from.

**10%**
of small businesses in Brazil have their own website (Sebrae, 2023)

**82%**
sell mainly through WhatsApp (Sebrae, 2026)

**99%**
of internet users in Brazil go online by phone (Cetic.br, 2025)

BUILDING WEBSITES SINCE 2013

# Shall we put your business on Google?

In the first conversation you'll already know what your website needs and where to start.

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info@info4rt.com

www.info4rt.com/en/benefits/website


**Sources** (accessed on November 16, 2026)

1. Sebrae: 10% of small businesses have their own website (Dec 19, 2023); 82% sell through WhatsApp (Pulso, Apr 16, 2026). Agência Sebrae
2. Cetic.br, TIC Domicílios 2025: 57% searched for products and services; 99% go online by phone (April 2026). cetic.br
3. Mapa da Busca no Brasil 2026, Optimiza and AB Pesquisas, via a news report of Jul 9, 2026. Tribuna do Sertão
4. Reclame Aqui, Decisão Local 2025, via a news report of Feb 26, 2026. Novo Varejo Automotivo
5. October 4, 2021 outage: Meta Engineering and CNN Brasil. Hacked account: Diário do Nordeste, Dec 28, 2020



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