

## 8 Reasons Why Freelancers Need a Website

Studies from different organizations estimate that freelancers will become a primary workforce option for some companies in the future. That trend has already begun in the last few years. The freelance economy is tracking to become a significant force in the business world. With that in mind, the number of people indulging in freelancing is growing. So, if you plan to shift from being a traditional worker to be a freelancer, you'll face a lot of competition.

But despite the heavy competition in freelancing, becoming a successful freelancer isn't impossible if you have your website. Now you might be thinking that building a website will hurt your startup [budget](#). Well, yes, establishing a website is quite costly, but it pays off in the end. To convince you, we'll show you eight reasons why freelancers need a website.

### Makes You More of an Expert

Although not all, some people don't see freelancers as actual professionals, unfortunately. To them, freelancers who are posting their profile on [freelance websites](#) are just mere amateurs. You may be an amateur in your chosen freelance niche, but that doesn't mean you aren't competent. Plus, you don't want to be called an amateur, right?

With a website of your own, you become more professional and an expert. People who might visit it we'll see you as a real deal and not just some wannabe. You'll be taken seriously, which will earn you more work than the average freelancer.

### Helps Prove Your Legitimacy

Clients are very particular about a freelancer's credibility. They avoid freelancers who can't present anything that proves their reliability. Well, that's understandable. If you put yourself in the shoes of clients, you'll understand that they don't want to get scammed by possible fake freelancers. It is not a good situation to be in.

So, to solidify your stance as a legitimate freelancer and not a fake one, build your website. In general, a business that has a website gives the impression that it's official, legit, and trustworthy.

## You Can Show Your Personality

As a freelancer, you need to do some marketing for the promotion of your services. And when it comes to marketing your freelance business, you have to show some of your personality—what better way to do that on a website you own.

Your website is about you being a freelancer. You need to introduce yourself well to win the hearts of the people and make them your trusted clients. Establish a friendly atmosphere on your website to display the impression that you're a person of class and charisma. That'll help you [boost your online reputation](#) for sure.

## You Can Showcase Your Portfolio

Your [portfolio](#) is your selling point as a freelancer. The best platform for you to show it off is on your website. When prospective clients visit your website, they'll want to see your sample work and productivity. Grant them that privilege by flaunting your portfolio.

The sample works compiled together on your portfolio will showcase your raw skills, talents, and capabilities. They could spark interest among your target clients. The next thing that could happen is seeing your website's traffic report going up.

## You Can Provide In-Depth Info of Your Services

It's one of the [tips for freelance newbies](#) to provide sufficient info on their services. However, you can't provide in-depth information through your profile on freelance websites. But on your website, you have the freedom to explain your services in full detail for the benefit of prospective clients.

Your website is like your home base in the digital marketing stage. That said, you have all the room on your website to elaborate on your freelance services, including your terms and conditions for [contracts](#) and proposal agreements. If you can provide that much information to your website visitors, they might put your name on their freelancer-to-hire checklist.

## **Enables You to Share Useful Content**

Informative blogs and articles that are useful to your target clients are excellent tools to attract their attention. So, find time on your [schedule](#) to write and publish them. For instance, if you're a freelance social media marketing consultant, you can write about social media strategies and other topics related to it.

What's the best platform to publish them? Well, you might've guessed it already; the answer is none other than your website. Blogs and articles will boost the popularity of your website. More and more people will be interested in visiting it. In that case, many people will know that you're a true expert freelancer in your niche.

## **Distinguishes You from Other Freelancers**

Most freelancers out there are generically selling themselves, and some clients don't buy the way they do it. In other words, they don't give themselves a personality to make a strong connection. Don't follow the same route. Use your website to distinguish yourself from other freelancers. Captivate the market you're sharing with your competition through the way you promote your services. If you've already had satisfied clients before, you can ask for their positive feedback about you and use them for testimonials on your website.

A website will allow you to stand out amongst the heavy competition in the freelance market; always remember that.

## **Aids in Client Onboarding**

According to an analysis by Upwork, 64% of freelancers mostly obtain clients online. Well, that's not much of a surprise. After all, almost everything that's being bought and sold nowadays is on the internet. The majority of freelancers find work on freelance websites to [earn more money](#). But, the better approach is onboarding clients to your services using your website.

Your chances of bringing in more clients improve if you have a website. Thanks to your website's useful content, detailed information, and trustworthy atmosphere, many clients will choose to hire you instead of other freelancers. There's also the possibility of attracting clients from well-known companies. Receiving an email from any of them will be a milestone in your freelance career.

Aside from the things we've discussed here, there are plenty of other [benefits of freelancer jobs](#) you'll enjoy. Your website will play an important role in accomplishing the kind of success you want as a freelancer. So, don't consider building a website as a cost. Instead, see it as an investment with future returns that'll exceed your expectations.