

Get an Internet Presence

for your Business or Organisation



People are increasingly using the Internet to seek out products and services. Even for small businesses or organisations, it is becoming essential to have a web presence.

We can put together a website, a web page or just a listing, for you that is effective and economical.



Web pages are dynamic and can be continually changed and adapted at any time. You can save yourself a lot of time answering queries if you can say:
”just have a look at our website”

How we construct your Website

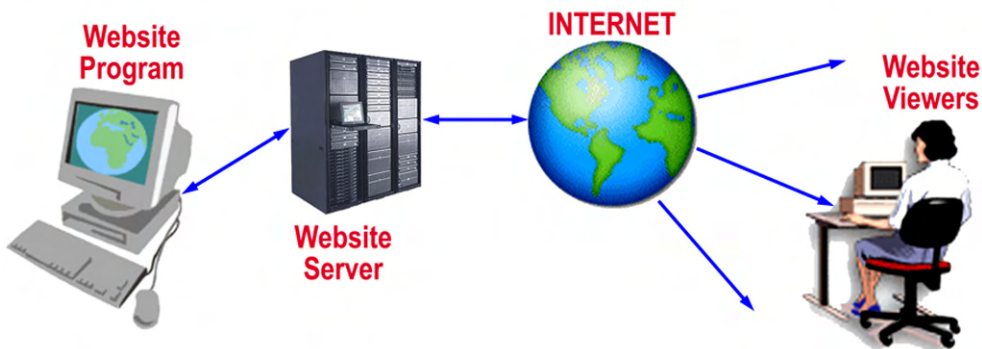
What you require:

Domain Name – this is typically something like your-business.co.uk and costs from around £10 a year. We will advise on your choice of domain name, arrange its purchase and take care of subsequent renewals. Your domain name also provides an e-mail account with forwarding facilities. It is cost effective to purchase a domain name for several years rather than just annually.

www.your-business.co.uk

Web Server – this is the computer system that will host your website. It costs from £30 a year. We will advise on your choice of server, arrange its purchase for you and take care of subsequent renewals.

Web Pages – what people view when they visit your site – it’s your shop window to the world. We will liaise closely with you as we design your site, and then upload the program onto your Website Server for you. A basic site can cost from £150 for a single page but realistically several pages are generally necessary for very little extra (from £80 per page depending on your requirements). It is important to have plenty of pictures, so if you can provide these it can keep the cost down.



How we promote your Website

Once your site is up and running we need to get people to view it.

Key Words & Coding

When we design your website we insert into the program coding key words that search engines will find, for example:

Business or Organisation Name
Business or Organisation Location
Product Names
Type of Services

Search Engine Registration

We will register your website with the major search engine (Google).



Reciprocal Links

A good way of establishing a web presence is to put links to other sites and ask them to do the same for your site. Trade and Group Organisations will often provide this facility.

General Publicity

Ensure your Website is clearly indicated on your stationery, printed adverts and vehicles.

How we maintain your Website

We will constantly monitor your site and ensure that it's contents are updated. All our web pages show a **PAGE UPDATED DATE** so viewers can see it is always up to date. We normally update every page at least monthly. Our standard annual maintenance charge is normally £100.

We can place a free counter on your site to see how many "hits" it is receiving. The counter can be displayed on your home page or can remain hidden from viewers.



Contact Us

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