

# 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

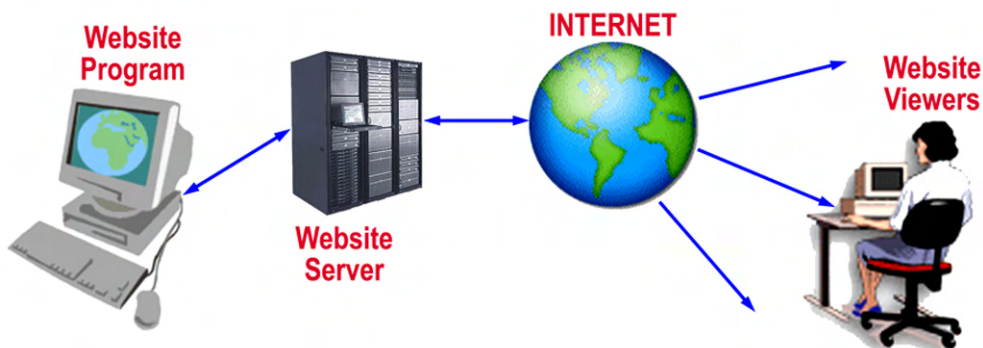
### What you require:

**Domain Name** – this is typically something like [your-business.co.uk](http://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](http://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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