

## Making the web work for you !!

### 1. Get a presence on the web

- A simple informative website can be sufficient
- Get a professional look and clear and concise content
- Don't forget to include your contact details

### 2. Provide useful information on your website

- Frequently Asked Questions
- Tip of the week
- Online help
- A regularly updated pressroom

Can increase regular traffic to your website and bring web users back to your website regularly.

### 3. Collect information from your website

Provide online registration for (and store user information in a database) for:

- Future mailshot of printed or online newsletter
- To be eligible for special offers or discounts
- To obtain online support/help or to join a discussion forum

This not only gives you information on who has been visiting your website but also gives you the opportunity to keep people regularly informed of what's new and exciting in your business.

### 4. Keep control of the content of your website

Use content management tools to update your website directly, quickly and easily, for example:

- Provide a search engine for your portfolio of products or services
- Provide a pressroom that you can update yourself as often as you want
- Provide an easily updateable list of events that you will be holding

### 5. Sell your products and services online

Several options exist for selling products and services online, for example you can:

- Provide pricing information and a printable form online
- Sell directly taking credit card payments online

To find out more about any of these steps, please contact us. We can guide you through all the stages of your website development project and help you establish the best strategy to achieve your business goals.