

# Turn visitors into customers

Getting people to your website is only part of the story, converting them into clients is the goal.



## DESIGN | BUILD | PROMOTE

Make your website work for you.

### Websites designed for results

A website should be a business tool that will help you find and win customers. It should be a vital part of your communication and sales strategy and a source of new enquiries. If your website isn't providing a sufficient return on investment -- something is wrong.

### Complete solutions to maximise your return

We are able to:

- provide a beautiful website design
- online stores - sell online
- optimise your website design for the major search engines (SEO) so that you get visitors
- help review your content and ensure that you are making an impact
- get you noticed with press releases and online marketing
- manage your online advertising
- use the internet to improve communications with your customers via methods such as
  - email newsletters
  - subscription content
  - integration with your existing business systems
  - measuring the results with analytics

We have developed our own framework for operation and as such we will:

- Provide a weekly update during the development of the website to resolve any issues regarding content and to ensure that you always know what is happening
- post the development progress onto a holding site so you can see what we are doing day by day, week by week
- help you with content including writing any copy that is required

### Good business is about shared outcomes

We specialise in business marketing and promotion using the internet. Most website companies do the very minimum, we believe in investing in business relationships. We care about your success and are in this for the long haul not a quick sale.

### Getting noticed

We are experts in search engine optimisation, we have helped companies dominate Google listings so that their site gets noticed first. Ask us about our SEO services.

### Increase Sales

Your website should help the visitor to make up their mind and either make an enquiry or place an order. We can help you with sales scripts that will improve your hit rate. We work with clients to help them achieve their business goals.

### How much does it cost?

Everyone is different so we will discuss your needs with you free of charge and we will draw up a **fixed price** and a plan of action so you will know exactly what it will cost before we start. There are **no nasty surprises**.

After the initial design we offer a a retainer model for keeping the content fresh as well as managing any online advertising and maintaining your search engine optimisation.

### Pay As You Use

Many small companies find the outlay on a new site can be off putting, especially in today's economic environment where cash flow is tight. We can provide you with a monthly payment plan.

