

ADW ActiveDesignWales

Web Design Services for Welsh Businesses

▪ Web Design ▪ Domain Registration ▪ Hosting Services ▪ Email

Putting Your Business Online

Contents

- 1 Our Services
- 2 Example Packages
- 3 Our Prices
- 4 Benefits Of Going Online
- 5 Contacting Us

Introduction

Putting your business online is an important decision; it is therefore essential to make sure it is the right step for you. We can help you achieve an online presence. This information pack evaluates the option of putting your business online and explains the advantages your business can gain.

There are many important steps in building a company website and creating your online presence. Active Design Wales can help you every step of the way from building the web pages, finding the correct name for your website and hosting it all on a suitable server for the world to see.

Contact Details

Ceri Williams (Head Designer)
Email: ceri@activedesignwales.co.uk
Mobile : 07832 11 00 92
Web: www.activedesignwales.co.uk

1 Our Services

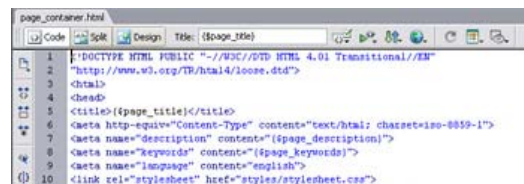
Website Design



Web Design is the core service offered by **Active Design Wales**. Each site is created to the clients' specific requirements, with the added benefit of a professional and personal touch. We offer fast, quality **website design** for an immediate web presence. Whether you are a sole trader or a small/medium enterprise wishing to advertise on the internet, a well designed website will enable your business to appeal to a **whole new audience**.

We can produce web sites to advertise your business, giving valuable information to your customers, and design and produce custom made personal sites. Sites can be tailored to your needs, and can be designed to your exact requirements. All of our sites are created from scratch and we never use pre-designed templates.

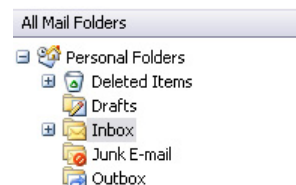
Website Redesign



If you have an existing website you are probably aware of what improvements you would like to see made through a website redesign. **Active Design Wales** will take your ideas and combine them with our design and technical knowledge to produce a website that improves your business image and the entire look of your site.

Web design does not always involve starting from scratch. Often re-jigging of content, improving website navigation and optimising photographs and graphics is all that a website may need. In some cases, the existing page code is so badly written or code heavy that a page re-write is inevitable if the website is to achieve better look and feel.

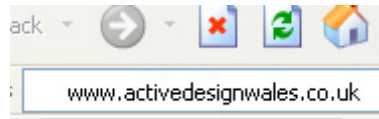
Email Accounts



Email is now one of the most **popular means of communication** in the world today. It is an excellent and easy way of keeping in touch with potential customers and clients, your business partners or even between staff members within your business. Even if you require just the one email address, or alternatively many email accounts, **Active Design Wales** can set up as many as you like. We can even show you how to use them if you are unsure and new to using email.

1 Our Services (contd.)

Domain Name Registration



Active Design Wales can provide a **domain name registration** service for clients. We use a third party domain registering company and always take care to register the domain with the client as the domain name owner.

If you have a well known business name, then using this in your domain name makes good sense, as your website will be easily identified and your business name strengthened.

Website Hosting



A very important requirement in having your own website is to have a reliable **hosting** provider. The hosting server is where all your web pages are stored in order for Internet users to view them. Purchasing and choosing the correct hosting platform can be complicated, but **Active Design Wales** can arrange all of this with ease based on your requirements.

2 Example Packages

Currently we offer three packages for our new clients. These packages are simply what a typical small or medium business is likely to require when setting up their business website.

Single Page Website Package

- Single web page
- Logos and images provided
- Domain name and hosting provided
- Single email address

Cost: £150-200

Small Business Website Package

- 3-5 web pages
- Home page, contact page and additional sub pages
- Logos and images provided
- Domain name and hosting provided
- Single email address

Cost: £250-300

Medium Business Website Package

- 6-8 web pages
- Home page, contact page and additional sub pages
- Logos and images provided
- Domain name and hosting provided
- Multiple email addresses

Cost: £500-600

The above packages are able to be tailored in order to suit your needs. You may require more pages or more email addresses. Anything can be catered for, tell us what you need and we can demonstrate what we can do for you.

3 Our Prices

As mentioned in the previous section, packages can be adjusted to suit your needs. The prices below enable you to create your own package. Therefore, you can purchase items that you need for your particular website and simply mix and match at your leisure.

Service	Price
Single Web Page	£35 approx.
Hosting Package	£65 per year
Domain Name	£10 per year
Email Address	£10 per year
Directory Submission	£30
Website Updates	£10 per hour

Using the above prices you can create your own tailored package. For example, a typical four page website with one email address would cost as follows:

- Web design for four web pages = $4 \times £35 = £140$
- 1 years hosting = £65
- 1 years domain name = £10
- 1 email address = £10

Total Cost = £225

Running costs for the years to follow for such a site would be:

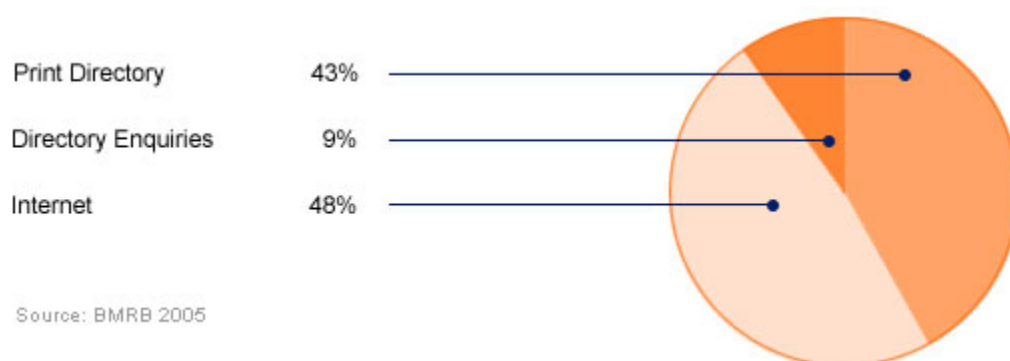
- Hosting = £65
- Domain Name = £10
- Email Address = £10

Total Cost = £85 per annum

4 Benefits Of Going Online

Why is it so important for your business to have a website? There are many advantages and each business will have its own specific reasons for doing so. Benefits will vary depending on the nature of your business. The benefits can include some or all of the following:

- ✓ **Consumers search for products and services online before making purchases.** Being found on the Internet will enable potential customers to easily assess what your business has to offer in comparison to your competitors, who may not have the advantage of being online.
- ✓ **Consumers can become educated about your business** and get answers to many of their questions which will help to cut back on the number of phone calls you receive regarding simple enquiries.
- ✓ **There is potential for your website to become a resource of information for the public.** By supplying helpful tips and articles that are relevant to your industry you may have a number of repeat visitors.
- ✓ **Consumers have more confidence in and prefer dealing with companies that they know something about.** Inform visitors about the structure of your business, of your community involvement, the products and services you offer, awards, and employment opportunities.



Other important benefits include:

- Advertising Services and Products
- Providing your prospective customers and clients with up-to-date information about your business
- Your website acting as a virtual shop front to your business, available 365 days a year, 24 hours a day
- having a detailed street map showing your customers exactly where you are
- Placing your business web address on your business cards to enhance your image
- Providing very cost effective marketing

Active Design Wales can help you realise the potential of all these benefits. We create professional websites for your business, designed to your specific needs and requirements.

5 Contacting Us

www.activedesignwales.co.uk



ceri@activedesignwales.co.uk

07832 11 00 92

