



## LOW COST SOLUTIONS TO AN EFFECTIVE WEB PRESENCE

**Are you getting your share of the consumer dollar?**

**Are you doing everything you can to raise the profile of your organisation?**

In today's modern world, more and more people are turning to the internet to look for products and services.

A web site is no longer restricted to big corporate organisations with endless promotional budgets.

Having a web site is as important to your business as having business cards or listing in the phone directory.

Every day, thousands of potential customers are looking online with a view to spending their hard earned money. If your business is not online, how much are you missing out on?

**Can you afford not to have a web site?**

### **10 reasons for your organisation to have a web site.**

- The great equaliser. Whether you are a small business or a large organisation, your customers computer screen is the same size.
- Your organisation is open to the world 24/7, 365 days a year.
- It's your online brochure / catalogue that can be changed at anytime. What does it cost to reprint or redesign a printed catalogue or brochure?
- Product and service demonstrations when the customer wants them, without you having to do anything.
- Immediate customer feedback. Comments and suggestions emailed to you straight away.
- Provides instant gratification, customers get the information they want, when they want it.
- Raise your profile. Get your organisation exposed to more potential customers.
- Low cost advertising. Exposure for a fraction of the cost of printed advertising.
- Credibility. Shows customers you are serious about your organisation.

And the **NUMBER ONE** reason you should have a web site.

**YOUR CUSTOMERS EXPECT YOU TO HAVE ONE!**

## **Understanding the costs of a web presence.**

There are 3 components to the cost of getting your organisation up and running online.

1. Domain name registration (annual)
2. Hosting fees (Monthly)
3. Design cost (1 off)

The Domain name registration fee is an annual fee paid to the New Zealand Registry Service, to register your unique web site address.

([www.yourorganisation.co.nz](http://www.yourorganisation.co.nz))

The hosting fees are a monthly fee paid to a hosting organisation. The fee reserves a certain amount of space on a dedicated server, that holds the files that make up your web site. These fees vary from host to host.

The design cost is a one off fee that is paid to the web site designer to develop your site and write the code which is sent to the hosting server. This is the stuff that visitors to your site will see.

**WindyRidge** web design makes setting up your web site as easy as 1, 2, 3.

We can register the domain name of your choice, organise hosting, and complete the design and publishing of your web site.

We can maintain the content of existing sites, as well as providing a site critique to ensure that your site is working at it's best for you and your business.

### **Looking to get a web site?**

- **Web site design**
- **Domain name registration**
- **Web hosting**
- **Search engine optimisation**

### **Already got a web site?**

- **Maintenance of existing sites**
- **Search engine optimisation**
- **Site critiques**

## **WindyRidge Web Design**

### **LOW COST SOLUTIONS TO AN EFFECTIVE WEB PRESENCE**

**For a fraction of the cost of traditional advertising,  
you can have your organisation, product or profile  
placed in front of a potential audience of millions.**

**To discuss your web site requirements, visit our site**

**[www.windyridge.co.nz](http://www.windyridge.co.nz)**

**talk to Steve on 0274 836 191 or**

**email [steve@windyridge.co.nz](mailto:steve@windyridge.co.nz)**

**It costs nothing to talk to us, and you might be surprised at just how  
affordable a web site can be.**