

MARTBARRETT.CO.UK

LET'S MAKE I.T. EASY FOR YOU

Websites and personal computer help for small businesses and organisations in the UK.



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Our promise

“To create you a great website, at an unbeatable price, backed by first-class service.....”

Martin Barrett, Founder, martbarrett.co.uk

If you are serious about what you do, then you seriously need a website.

Having your own website is essential in 2014. There is just no getting away from it. It is as vital to your success as having a telephone.

Whether it's justified or not, the undeniable truth is that today, more than ever before, consumers want access to instant information. Every minute of every day, millions of people are using the Web to check things out.

Having your very own website (rather than just a directory listing) is the **only** way that you can make sure that the information that **you** want to provide to the World is available 24 hours a day, 7 days a week. Your own website gives you **total control** of that information..... and it can be updated in seconds!

“A WEBSITE GIVES PEOPLE CONFIDENCE IN YOUR BUSINESS OR ORGANISATION AND RE-ASSURES THEM THAT YOU ARE SERIOUS ABOUT WHAT YOU DO.”



FREE SITE
MOCK-UP



YOUR WEBSITE SORTED FOR YOU – COMPLETELY!

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YOUR WEBSITE SORTED FOR YOU - COMPLETELY

What is included in a Martbarrett Website Package?

In a nutshell, everything you need - Martbarrett will sort it all!

- ✓ We will sort your domain name registration (i.e. your www. address)
- ✓ We will create your website pages for you
- ✓ We will configure and publish your website to the World Wide Web
- ✓ We will give you the facility to update your website yourself (or do it for you)
- ✓ We will give you site visitor statistics via a free Google Analytics account

Typical costs (all inclusive – zero VAT)

Purchasing your domain name (your www. address)	Your website designed and built for you	Hosting your website on the World Wide Web
ANNUAL COST	ONE-OFF COST	MONTHLY COST
FREE for first year (then about £4 a <u>year</u>) (Note: if you already have a domain we can normally use that)	1 page website = £150 3 page website = £200 5 Page website = £250 (Note: Unlimited pages can be added at any time at £25 - £50 per page)	about £4 a <u>month</u> (Note: can vary depending upon website features)

Example :A 3-page website would cost £200 to create and then about £4 a month to host.

How it's all done

Every project is unique. Typically, though, the process is as follows:

1. We help you sort out your website requirements (FREE)
2. We create a FREE outline website for you, and supply a written quote
3. If you decide to proceed further, you pay a 25% deposit
4. We create your website and refine it until you are totally happy
5. Your website is published live and you pay the 75% balance
6. You receive your website documentation and support details
7. We train you how to make future changes to your website (optional)

How long this takes will vary of course - some of our websites have gone "live" within 48 hours of initial contact! We will work at a speed to suit you, and quality not haste is the priority.

Once your site is complete, we will continue to support you for as long as you want, helping you to make the most of your new website for years to come.

A FEATURE RICH WEBSITE – HERE'S WHAT YOU CAN HAVE

(We will advise on the best combination of features to use on YOUR website)

Logo and Branding

We'll incorporate your own logo (or create a free one for you) so that site visitors immediately know they have arrived at YOUR website.



Text and Images

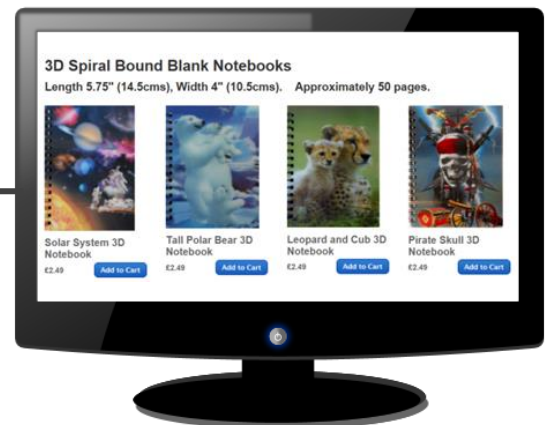
We'll populate your website with high-quality images that illustrate your messages and impress visitors. Image galleries and scrolling effects can be incorporated.

We can use your own text and images or sort them for you.



Sell Online

E-commerce facilities allow you to sell your products and services online. You can have an unlimited number of products, and include stock control and order tracking.



Forms

Forms are a great way to collect information from visitors to your website. Include them so people can easily message you, or use them to collect detailed information.

Can be used as a way of letting visitors message you without putting your contact details on your website.



A FEATURE RICH WEBSITE – HERE'S WHAT YOU CAN HAVE

(We will advise on the best combination of features to use on YOUR website)

Videos

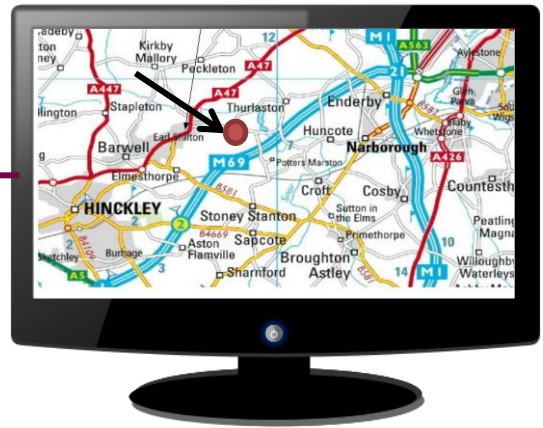
Videos can attract vast audiences and if well designed and executed, they are exceptionally powerful tools that communicate, influence and persuade.

Great for property and accommodation websites!



Maps

You can include a map showing your location if people need to find you. An interactive map can also help your Google rankings for local searches.



Downloads

Allow your site visitors to download and print documents, brochures, menus, and forms. The possibilities are endless. You control the content.

We can prepare and upload your documents and files for you.



Social Media Integration

If you're a lover of Facebook and Twitter you can have "Like" buttons and links to your social media pages, allowing site visitors to easily spread the word.

If you are not interested in Facebook and the like, then just ignore this.



A FEATURE RICH WEBSITE – HERE'S WHAT YOU CAN HAVE

(We will advise on the best combination of features to use on YOUR website)

Blog

A blog is one way of adding new content to your website, such as news and latest offers. Blogs can be linked to social media pages automatically.



Visitor Statistics

Using Google Analytics, you will be able to check how many people are visiting your website, what pages they have looked at and where in the World they were at the time. Awesome!



Website Updates

Changes to your website will be possible at any time. You will have secure access to the online website editor from anywhere in the world, or we can make changes for you.



Unlimited Pages

There will be no restriction on the number of web pages that you can have – so if your needs grow your website can be expanded to meet them.



MORE THAN JUST A WEBSITE

Domain registration



Your domain name is your very own “address” on the Web. A domain name is what follows the www in a web address. This is where visitors will find the web pages that make up your website.

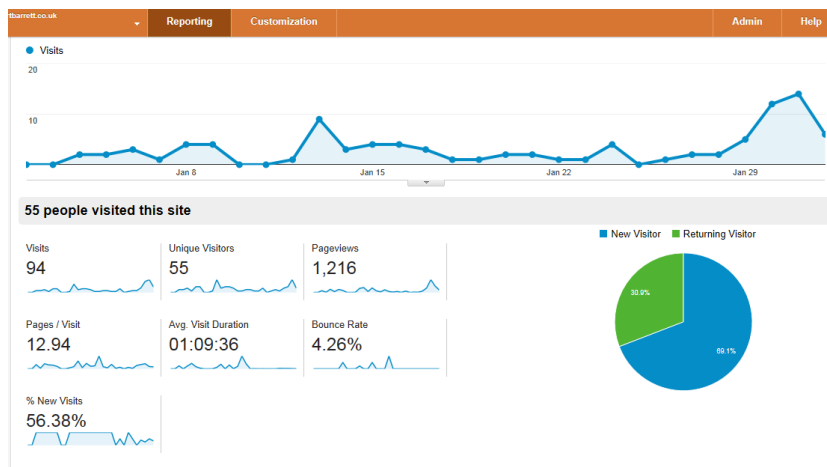
So in the website address **www.bbc.co.uk**, bbc.co.uk is the domain name for the BBC.

Martbarrett will advise you on choosing your domain name, check on its availability and register it for you in your name for one year. The domain name will remain yours forever, as long as you continue to renew it annually.

If you already have a domain name registered to you, then we can use that for your new website, or we can sort a brand new one for you if you wish.

Google Analytics

Your package also **includes** the creation and configuration of a Google Analytics account which will provide a variety of statistics about visitors to your site, such as how many site visitors you receive each day, the web pages that are viewed and the amount of time that visitors spend looking at them.



Promoting your website

Take every opportunity to promote the existence of your website by adding the website address to your literature and advertising materials, listings in directories and so on.

We can also quote for providing additional services such as setting up social media accounts (e.g. Facebook) or Google Adwords “Pay per Click” advertising to promote your website.

Getting started is easy. Let's do it!

We like to keep things simple – we believe it's the best way to get things done!

Our approach is simple. We like to start off by putting an outline website together for you, completely free of charge or obligation.

Creating your outline website will allow us to understand your requirements and your expectations. Hopefully it will form the basis for your completed website.

How to get your FREE outline website – choose the best way for you



Fill in our 10-minute planner and send it to us with any supporting information.

OR



Call us on **0770 987 9206**, request a call-back and we'll complete a planner with you over the phone.

OR



Email us with the required information.
Email: martin@martbarrett.co.uk

OR



Fill in an online planner at
www.martbarrett.co.uk

OR



Arrange a face-to-face meeting.
You can visit us in Ledbury, or we can come to see you if you are local.

As soon as we have enough information, we will build your outline website. You will be able to view it online at a temporary website address, or we can send you printouts if you prefer. **It is completely free and there is no obligation to proceed.**

YOUR WEBSITE SORTED FOR YOU - COMPLETELY

Your questions answered

Do I need my own computer to have a website?

Definitely not. Your website is stored on a Web Server that makes it available on the World Wide Web. If you decided to make your own changes to your website it can be done on any computer with internet access via a password controlled system.

How will people find my website?

If they know your website address they can get **immediately** to your website by typing the address into the browser address bar. If they type your web address or your organisation name into a search engine like Google, links to your website should appear in search results within days of your website going live.

If people are just making general searches for the sort of information that relates to your website, then where your website appears in the search results depends on a multitude of factors, but your website will be optimised to get you as high up the list as possible.

How easy will it be to make future changes to my website?

Very. You can either get us to do it for you, or we can show you how to do it yourself. Additional pages and content can be added at any time.

I already have a website and/or my own domain – do I need a new domain?

Not at all. If you want your website address to stay the same, we will be able to configure things accordingly. We can use any content from your existing site if you wish.

Do you provide a nationwide service?

Yes. In fact, no matter where you are in the World, we can create your website for you!

Will I be able to use my existing logos and pictures?

Yes. If you do not have any, we can sort those for you. We can supply royalty free images, or you can buy licences to use images from various online providers very cheaply. We'll sort it for you.

Will my website be accessible on mobile phones and tablets?

Yes. And if you decide that you would like a different mobile version of your website, we can produce that for you too.

Can my website be integrated with my social media accounts?

Yes. Just let us know what your requirements are and we'll advise.

More questions? Want a FREE no-obligation outline website? Just get in touch.



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