

# Silver Package

Would you like to increase your business' cashflow?

Good exposure to your business is a must and having a website is paramount in this day and age within an internet driven society.

Your number 1 focus must be on the ease of how your potential clients find you. They are coming to you with a problem, you have the solution and getting your name out there is vital. Your name must be on top of the list.

The first place most people look to find support of any nature is Google and if you don't have a website, people will quickly pass you by.

Yes, there are third party services like yellow pages, startlocal.com.au, hotfrog.com.au and truelocal.com.au but these are so clogged up with ads and everyone else's business a customer really finds it difficult to decipher between all that information.

So what do you need? Your own website address.

Having your own custom domain name stands you apart from your competition. When someone types in a search term into Google you want your "keywords" to not only bring up your contact details but also a link to everything you do.

Customers want to know about the company they are about to spend money with and they can get all that information on your website.

Think about it, if you were searching for an electrical contractor and typed in the term "*electrician sunshine coast*" into Google which link would you rather click on?

[www.noosaelectrical.com.au](http://www.noosaelectrical.com.au)

or

[http://www.startlocal.com.au/services/electrician/qld\\_sunshinecoast/NoosaElectricalPtyLtd.html](http://www.startlocal.com.au/services/electrician/qld_sunshinecoast/NoosaElectricalPtyLtd.html)

The second link takes you to an annoying page full of ads, colours & graphics that are unrelated to your business and not even a map or email address for the client to inspect.

By having your own domain name you provide the client with a fast tracked link that takes them direct to everything that you offer. This can include not only the basic contact details but a photo of you and /or your team, testimonials from past clients, a Google map pinpointing your place of business, prices & specials, before & after photos of your best jobs and so much more.



Ok so you are asking, "What do I need here that will support my business?" Listed below are our items on offer.

Custom domain name, keyword researched to your business	✓
1 email address to go with your domain name	✓
Hosting of your domain name - forever	✓
Wordpress database uploaded and kept up to date	✓
Website theme uploaded that match your colours	✓
Custom header including your existing logo and colours	✓
4 web pages uploaded with content provided by you	✓
All plug-ins installed to ensure website functionality	✓
Social bookmarking icons installed (Facebook & Twitter)	✓
Tracking software to measure site visits and interaction	✓
Spam removal plug-in	✓
Google map graphic installed on home page	✓
Custom video created that shows you how to update content	✓
<b>Total Price</b>	<b>\$495</b>

As you can see there is a lot of value in this package. We understand that not everyone understands all the technical terminology so we have laid out the detail for each inclusion below.

# Silver Package Outline

- **Custom domain name provided**
  - A custom domain name looks like this [www.yourbusiness.com.au](http://www.yourbusiness.com.au) and does 2 things. Firstly it gives you your own online real estate that no one can take away from you; secondly it gives you the opportunity to advertise your business within the name using your business name as keywords for Google to find when people search. For example the domain name [www.jobloggselectrical.com.au](http://www.jobloggselectrical.com.au) has keywords within the name that will help people find your business when searching on Google for the term “electrical” In this package your domain is paid for 2 years and after that renewal costs are \$15 per year.
- **Hosting of domain name indefinitely**
  - To have a domain name you must have domain hosting. Think of it like the domain is the house and the hosting is the land the house is built on. Most service providers will charge you a minimum monthly fee to have a hosting account. This comes free with the package so that your domain name is hosted forever.
- **One email address**
  - The beauty of having your own domain name means you can also have your email address match it. For example if Steve owned a business called Noosa Electrical, his domain name would be [www.noosaelectrical.com.au](http://www.noosaelectrical.com.au) and his email address would be [steve@noosaelectrical.com.au](mailto:steve@noosaelectrical.com.au) This looks far more professional than a hotmail or bigpond email address and you can always forward your existing email to the new one.
- **Wordpress Database upload**
  - Wordpress is basically the backbone of your site that allows you to access the back end so you can easily update the content on your website from time to time. In this package we install the entire database and ensure new versions of the database are installed as they are released on a monthly basis.
- **Website theme upload**
  - The theme of the website is basically made up of the colours, the layout and the header that sits at the top of the webpage. In this package we upload a theme that is consistent with your current logo and business colours including any existing logo layout.
- **Custom header**
  - As mentioned the header is at the top of your webpage and is the first image that is seen by the user. We incorporate any specific logos you already have into your header so there is consistency with all your marketing. This will help the client to recognise your business through proper branding.

- **Install 4 web pages including home, about, products, contact**
  - Each website has a number of pages and in this package we provide you with the four basic pages to get your business out there. These include a home page, a contact page that links to your email address, an about page that outlines you and your business's background and finally a product or resource page. You can put anything you like on these pages including text, photos and images.
- **Install user friendly plug-ins**
  - To make your website function properly you require plug-ins which are basically little upgrade packages that dovetail into the wordpress database to give you good functionality. The plug-ins are regularly updated by the provider and in this package we ensure all your plug-ins are up to date ensuring your website is functioning properly 24/7
- **Install social bookmarking icons for users to share site with friends**
  - In this day of social networking a lot of people utilise sites like Facebook and Twitter to find what they are looking for or to recommend products and services to their friends and followers. In this package we install social networking icons so that people can tell their friends about your website at the click of a button.
- **Setup Tracking software to record number of hits and user navigation**
  - With all our websites we setup a number of tracking installations which allows us to see how many visitors you have, how long they spend on your site and what parts of the site they are navigating to most. This measuring will give crucial information with how your customers use your site and how they found it in the first place.
- **Installation of plug-in to remove comment and trackback spam**
  - Spamming is commonplace on the internet so it is imperative that spam removal software is installed on all our websites. A spam removal plug-in is allocated in this package.
- **Google Map installed**
  - Finally and probably most importantly is your geographic location. A Google map is inserted into your home page so that when people click on your website they know where you are and what areas you service in an instant.
- **Online video to update content on your site**
  - We know how tough it is to keep costs down in small business so this item will save you thousands. Instead of paying an \$80/hr fee for us to update your website, we provide a custom made video that takes you through step by step on how to update the content yourself; that way if your phone number changes or you want to release a new special of the month you can make the changes yourself. It's like having me over your shoulder talking you through the changes and you can pause or rewind the video so everything happens at your own pace. The video is emailed to you so that you can access it anytime from your own computer. If this is something you just don't have time for then check out the next level of packages.

Everything in the Silver package is guaranteed to be up and running within one week of receiving a deposit. Depending on workload most sites are ready within days. Here is an outline of the costs:

Silver Package Website	\$495 (payment of \$200 deposit to begin work)
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**PLUS**

For an additional \$149 you will receive  
**1000** high quality coloured **business cards** with a matt or gloss finish.  
With all of your important contact details on it

Remember all these expenses are directly related to your business and therefore  
tax deductible!

If you would like to have a look at some of the more recent sites we have set up click on  
the following links:

[www.spspainters.com.au](http://www.spspainters.com.au)  
[www.wiredrite.com.au](http://www.wiredrite.com.au)  
[www.deviseinvest.com](http://www.deviseinvest.com)  
[www.maternityfitness.com.au](http://www.maternityfitness.com.au)

To book in for the Silver Package and reserve your own piece of online real estate,  
simply contact us via one of the following:

Email us at [matt@wecreatebusinesscards.com](mailto:matt@wecreatebusinesscards.com)  
Call Matt on 0410 156312  
Call Marisa on 0417 728 529

**Is this the first step towards working on your business  
rather than in it?**