

Not on the web?

Don't wait any longer

With nearly 12 million internet users in Australia*, if your business can't be found on the web, potential customers may not even know you're there.



Another way your business can be found

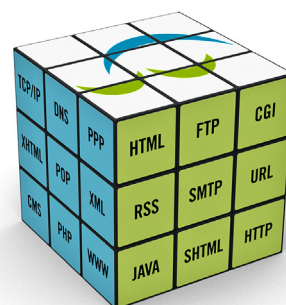
An ever increasing number of internet users utilise the web to find and research products and services. Indeed, many use the internet as their only source of research.

Not only will a website ensure your business can be found, it also allows you the flexibility to provide details and photographs of your product or service, giving you a more effective form of advertising.



You don't need to be an expert

Complicated technology and high costs can make it very difficult to get a website off the ground. At Branchus Creations we'll explain everything you need to know in language you can understand, and the cost won't be a concern once you've seen our special introductory offer.



Introductory offer for small business owners

At Branchus Creations we can provide a range of options designed to suit every budget. However, if you're looking for a low-cost way to get started, you can have a professionally built website and your own domain name for just **\$499**. (inc GST)

Remember, a website works for you 24 hours a day, every day of the year—locally as well as internationally. Great value when compared with other forms of advertising.

See overleaf for full details of this offer.



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Small business starter package

If you're not sure what sort of website you should have, why not begin with the small business starter package. The beauty of a website is that if you decide to expand it in the future, you have that flexibility. You can add an extra page, or a whole online store.

Included in the \$499

Three professionally designed web pages

We will show you a selection of professionally designed website templates to choose from, each giving you the flexibility to add your own text, page titles, company logo or identification and your own choice of colours. Even though these are templates, there is a great deal of flexibility. This ensures that your website will have its own unique look—and unlike other web template providers, Branchus Creations will put the whole website together for you (we'll even help you write the text).

One year domain hosting

Once your website is complete, it must reside on a domain host so that it can be seen by everyone on the internet. The cost of hosting varies based on your website's traffic (use) and the speed and reliability of the host's internet connection. Hosting can cost as much as \$600 a year and is included in the starter package price.*

Site activity monitoring

All websites created by Branchus Creations are equipped with up-to-the-second page monitoring results. Log-in to your own private results page, any time of the day or night and see how many people have been viewing your website.

Photography

If you would like a photograph of your business location, or one of your key products, a representative from Branchus Creations will come to your premises and photograph it for use on your website (some limitations apply).

Two year domain name registration

Your domain name is your unique website identification. It's the words that live between the "www" and "com.au" and serves as the front door to your website. When selecting your domain name it's important to choose something relevant and directly related to your business, but it's just as important to ensure that it's brief and easy to remember. For example, if your business were called *Frank's Fresh Fish and Seafood Emporium*, it would be advisable to abbreviate to something like *www.franksfish.com.au* to ensure that it can be easily remembered and quickly typed into people's web browsers.

Domain names are similar to business names and are purchased for a two year period. They are an ongoing cost and at the end of two years, you have the option to re-register if you choose to do so. All Australian domain names must be purchased from a registered provider, and are regulated to ensure that no one but you can buy a domain name that relates to your business name. A two year domain name registration can cost as much as \$140, and is included in the starter package price.

Minor alterations

If you have a price change, or a minor text alteration to make to your website, you can submit the change request to Branchus Creations and it will be made within 48 hours. More substantial changes can also be made, but are charged at a standard hourly rate.

Q&A

Why should I use Branchus Creations?

Some providers can tell you everything about the technology but have no idea how to create a clean, useable website. Others will charge you an arm and a leg to design a website that looks spectacular, but fails to effectively deliver your business's message.

At Branchus Creations we combine technical, design and marketing experience to ensure that your website doesn't just look good, but works for you in every way possible. We can explain everything to you without the technical jargon and advise on how to get the most from a web 'presence'.

But most importantly, we can provide you with a solution that will suit your budget. *A great website needn't be an expensive one.*

How do people find my website?

Most websites are found with the use of online search engines. Once your website is complete, we will submit it to the leading search engines. This way your site can be found by the relevant search criteria.

Can I monitor my website's use?

Every time someone visits your website, it's recorded. By visiting your own private results page, you can monitor the success rate of your website. Find out which pages are being viewed the most and use this information to gauge which of your products or services are most popular. You can even see which days of the week, or months of the year result in the greatest activity on your website.



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