



## Additional Services



### Help when you need it

Complementing our website and digital marketing services, we offer a range of support services to keep you up and running. The Web-Clubs philosophy is to provide a complete workable solution thus avoiding the potential for “finger pointing.” If a problem does arise, we provide a single point of contact, no call centres, just real people answering your queries and providing assistance.

Our team has built up a broad expertise in all of the supporting technologies so that you can be assured of sound advice and service. We will advise you on the solutions that will help you succeed online.

In addition to the services outlined here, we also offer:

- Email Marketing; both Business to Consumer (B2C) and Business to Business (B2B), National and Local campaigns.
- Social Media Management.
- Database Management.

### Website Hosting

The hosting platform (or server) is where your website software and content resides. Web-Clubs work only with leading providers that can deliver “more” than adequate power in order to deliver fast website performance even under heavy loads.

### IT Advice

“Plug and Play” may be a great marketing term, but when it comes to reality, IT doesn’t always do what it says on the tin! Unfortunately when something doesn’t work, getting help is not always easy. There may be a host of “help” tools on the website, “FAQ’s” and sometimes “chat rooms” but sometimes there is no substitute for a human voice, or human presence to sort out your problems.

### Search Engine Optimisation Contracts

SEO involves constructing, analysing and tweaking a website to get a high placement in search engine results.

In the ideal world, you buy your website and get it optimised to get it on the first page of search engines and stay there! In the real world, it can be a bit more (or a lot more) difficult.

- Your competitors may update their website and optimise their own SEO, to knock you off the first page.
- Google and others change their logic and rules (they do it regularly) which results in you dropping down the ratings.
- Updates to your content unwittingly result in a lower rating.

Maintaining a high position requires ongoing attention, SEO is a specialist area of website design, practitioners analyse the website keeping in mind of the latest search engine requirements and then make adjustments as needed.

In competitive industries with many players or products, SEO costs can be significant, the process of improving ones SEO position can take time, and there is no guarantee of success.

Results are not achieved overnight, so minimum contract periods apply.

### Email Systems

Emailing is something we all take for granted, whilst “free” email addresses are fine for private use, an email address that does not include your business name doesn’t give a good first impression.

Web-Clubs include emailing functionality with all of our hosting services. We also offer advanced emailing systems which allow multiple access to emails, calendars and to-do lists with a range of permission settings configured to suit individual requirements. We can set up emailing across different platforms so you can keep in touch with your data, wherever you are.

## Website Support Services

For ongoing stability and security it is important that your website software is kept updated and, for continued effectiveness, the website's content should be kept current. All of our websites are constructed on open platforms so you can manage these tasks yourself if you wish.

Alternatively, Web-Clubs offer a range of options to keep both the software and content of your website up to date.

**Standard Contract**—This covers software maintenance, security and software upgrades and is handled remotely from the Web-Clubs office. Our website designers are available to discuss support queries Monday to Friday 9 am to 5 pm. Our Standard Contract excludes any updates to the website or alterations and additions to content – this is available with our Ad-Hoc Support service.

The cost of the standard contract is based on 15% of the final Website Design cost (or £200 minimum), payable per annum in advance or monthly by standing order.

**Premium Contract**—This extends the features of the Standard Contract to include content updates to the website.

The cost is based on agreed contracted hours, (minimum of 8 hours per year, i.e. 2 hours every three months). Additional work carried out beyond this is charged at a discounted ad-hoc support rate.

The advantages of taking out a Content Contract over relying on ad-hoc support alone for updates are:

- Priority response.
- Discount on the contracted hourly rate compared to ad-hoc.
- Discounted Biennial refresh of the design/layout.

Annual and monthly (standing order) payment terms are available.

**Ad-hoc Support**—This is charged at our standard hourly rate. It applies to all non-contracted work undertaken after the handover of the website. Following a briefing discussion, we will provide an estimate of the time required and the cost. The actual work time is measured in order to arrive at the final cost.

## Pay-Per-Click (PPC)

An alternative way of getting on the first page of Google, or other search engines, is to pay for it! With Google's Adwords, for example, keywords present in searches act as a trigger for entries of your company to appear.

PPC achieves results much faster than SEO. PPC is available across all search engines and social media platforms. The PPC pricing model is complex, with the all-important "price per click," based on the popularity of the keyword.

The cost can look attractively low and maximum budgets can be set but care needs to be taken as poor keyword selection can result in a lot of useless clicks using up budgets quickly.

Despite the hype, Adwords et al have their place but are not an advertising panacea. They are reactive only and unless you can afford the prized keywords, or you operate in a highly specialised area with few competitors, they may not be cost effective.

## Affiliate Marketing

If you include other companies advertising or lead generation tools on your website it is possible to generate income. Affiliate Marketing uses links to send your website's visitor to the site you are promoting, these links contain tracking information so that the advertiser can calculate how much to pay you. The revenue can be based on the number of clicks, leads or on sales transactions.

## Training

Our training services are designed to help you get the maximum performance out of the solutions we provide.

With training, IT competent staff can maintain website and social media content, saving cost and ensuring they remain current.

Web-Clubs offer classroom training at our facilities in Chesham, (close to the tube station) or we can provide onsite training in NW London, Buckinghamshire, Hertfordshire and Oxfordshire.

## About Us

**Web-Clubs Ltd**, is an independent company launched in 2000. We offer a comprehensive service to both direct clients and to media agencies. Our services include:

**Consumer Clubs**, our 4 million members in 6 special interest and 2 general clubs provide a receptive audience for your emailing campaigns.

**B2B Club**, using our database of over 350,000 business decision makers we can generate new prospects for your company.

**Website Design**, our team with decades of marketing experience will deliver a relevant and workable online presence to deliver real benefits for your business.

**Social Media**, finding the time to get the best out of Social Media can be difficult, this is where our Social Media Marketing Service can help. We will set you up, advise you on activity and can even manage posting.

**Complementing Services**, these include: Website and Email Hosting, Search Engine Optimisation, Affiliate Marketing and IT advice.



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