



### The power of good Website

Whatever your business, an attractive mobile responsive website is essential. Beyond explaining what your business does, your website should also project the soul and culture of your business, illustrating what makes you different thereby giving visitors a reason to stay around and explore.

Web-Clubs, although strong advocates of online marketing, believe that personal contact is essential to fully understanding your business and its aims. We can then use our decades of marketing experience to craft a website that truly represent and delivers real value to your business.

Our design philosophy is simple: "Attractiveness with Functionality," first impressions are critical to get visitors to hang around, but if they cannot find the information they want they will soon be lost, probably never to return!

Our websites are developed using open source Content Management Systems (CMS) such as WordPress and Joomla, these provide a massive choice of templates to form the basis of an eye catching design and with proven templates you are assured the website will be robust, scalable and easily maintainable.

The CMS though is only a part solution, only by taking the time to understand how users will use the website and then building the websites tools accordingly, will a fully functional, successful website be achieved. It is this holistic approach to website development that ensures that all Web-Clubs websites meet our challenging design goals.

*A good website is easy to navigate, straightforward to update and maintain, robust and scalable*

*Over 80% of consumers research online before buying offline!*

*Around 45% of SMEs still do not have a website!*

*Mobile and Tablet Internet access has now overtaken PC/Laptop access!*

*Over 80% of websites are not mobile responsive!*

## Driving Business to your Website

Establishing a website is the first step, getting people to visit it is next.

At Web-Clubs, we don't believe in a "one size fits all approach," there are various tools available all with their pros and cons, our approach is to guide you on what's best for your business where and when.



### Search Engine Optimization

Users of search engines like Google are more likely to click on an entry on its first-page – this is where you want to be! We can provide SEO contracts to build and maintain your online visibility.



### Email Marketing

This is a proactive approach, excellent for promoting new products, services and offers. It is a cost effective and providing a good database of contacts is available, it is highly effective. Web-Clubs has fully maintained contact lists for both consumers B2C and business B2B.



### Pay Per Click

An alternative way of getting on the first page of Google or other search engines, is to pay for it! PPC achieves results faster than SEO. The cost is dependent on the popularity of the keyword.



### Social Media

As well as being a marketing medium itself, Social Media can also be a key source of traffic to your website. Our bespoke services range from initial setup and training to fully managed campaigns.

## Cost guidelines

Our prices start at £450 +VAT for a 5 page informative website.

Our hosting fee is £75 per year and includes 5 email addresses

## 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:

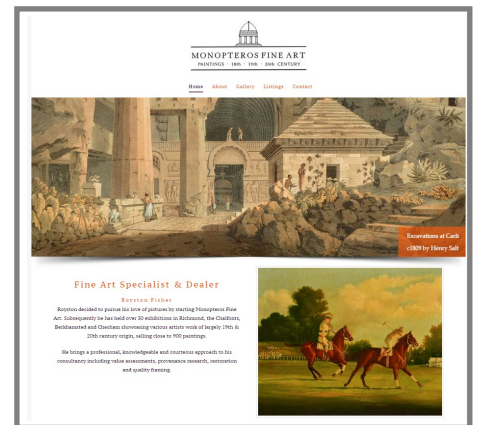
**Consumer Clubs**, our 4 million members in 6 special interest and 2 general clubs provide a receptive audience for your emailing campaigns.

**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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