



The Value of Websites

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7C Communications & WebeZ

Janet Craig has over 25 years diverse experience in public relations, marketing, media and advertising for government, large companies and community organisations. Her roots are well grounded in South Australia, being the great neice of Robert Craig who designed South Australia's State Emblem. She has worked with 5 different Premiers including our current Premier when he was Press Secretary to John Bannon, has held positions including Senior Public Relations Officer, Marketing Officer and Account Manager for the Electricity Trust, Marketing Coordinator and National Advertising Manager for Elders Limited, and State Public Relations Manager for the Aboriginal Health Council. Whilst working, Janet also consulted to various organisations and government departments in South Australia and Canberra for over seven years before commencing her own company in 2003.

Janet believes her purpose is 'creating opportunities, where opportunities don't exist'. She loves providing employment to people of various cultural backgrounds and working with a broad range of businesses on effective and efficient marketing strategies. Her questioning nature and belief that 'nothing is impossible, just do it' led her to establish WebeZ, a website development and content management system that delivers effective and easy website solutions for clients at an affordable price.

Today business operates in a vastly different marketplace. There are a multitude of options available to consumers and they are available on a world platform we call the world wide web.

Brad Sugars, an Australian entrepreneur, author and business coach who has 1000 offices in 22 countries and is ranked in the top 100 franchises in the world, says "people have already researched their purchase long before they contact you. That's why a website is an essential marketing tool ... you need to let consumers complete their research so they already trust, understand and know your product or service before they contact you."

Generally, most consumers will:

- Ask someone they know for a referral
- Research the internet about the referred business and compare with other businesses
- Then make contact

It is then up to the business to build a relationship with the client to ensure they receive ongoing business.

A website is particularly useful for export businesses, considering you are able to promote your product in any country and any time zone, 24/7 365 days of the year.

However, remember that a website can do your business just as much harm as good. If it has an unprofessional look & feel, contains out-of-date information, has broken links and is slow to navigate, you will lose your potential clients to the next best site.

What you put out there in the public domain is a reflection of your business, the quality of your products or services and service delivery.

So how much will you pay for a website that works for your business? Website technology has come a long way in 10 years and it still has a long way to go. Many developers are still using older technology which can take months to develop a website and which can be very frustrating for the business owner when you want to make a simple change or update an image. Let alone add a database – that could mean redeveloping your whole website at great expense to the business.

That's why 7C Communications developed WebeZ. We could see no reason why our clients had to pay in the vicinity of \$7,000 to \$15,000 for a basic website. We could see no reason why they had to wait 3 months and by this time needed changes because the site was out of date. We could see no reason why there wasn't a user-friendly software package that allowed clients to edit their own websites easily themselves.

The Value of Websites (cont'd)

WebeZ is a website development and content management system which delivers:

- Professional design by a qualified graphic designer to attract clients to your website
- Quick & easy navigation to keep clients at your website
- Flexibility to add database modules and online forms later without rebuilding your site
- Secure server located at AAPT
- Personal service & support via telephone or face-to-face – no waiting in a phone or email queue
- All website services from one trusted Australian company - domain names, writing, graphic design, website development, 'browser-based' editing system and hosting
- Editing software that is updated regularly and available to clients from the administration interface.

With WebeZ, you are always up-to-date with technology.

WebeZ's user-friendly editing software allows you to make changes as easy as using Microsoft Word and to update your website instantly. Some of the features include:

- Change/add text & images
- Cut, copy, paste
- Undo & redo
- Insert rules
- Change colour
- Add hyperlinks & tables
- Stylise text & headings
- Add bullets & numbers
- Use superscript & subscript
- Add borders
- Increase & decrease indents
- Align text left, centre, right or justify
- Attach word documents
- Attach PDF documents
- Include flash, movies & sound

Various database modules can be added at any time, so you can start with what you need now and develop the website over time to a fully functional site. Some of the modules include:

- Email Database
- E-Shop (shopping cart)
- Online Forms
- Product Catalogue
- Photo Gallery
- Discussion Forum
- Blogs
- Event Calendar
- Site Search
- Multiple Editing
- Integration with your accounting package
- Purpose-built modules

And if you want to change the design, WebeZ can easily reskin your site to give you a whole new image. You will enjoy what you are able to do.

- Use the Email Database to gather contact details of potential clients, sort them by category and send out unlimited newsletters, product updates, or other important information to one, more or all groups. Transfer your existing database to the WebeZ Email Database and see it grow through a 'subscribe here' log-in on your home page.
- Use Online Forms to:
 - Survey clients about your products/services and assist with your marketing or product development strategies;
 - Gather Enquiries from potential clients about what products/services they are interested in and what subjects they would like more information on;
 - Register clients for events;
 - Complete Membership Applications online.
- Collect Payment upfront via Online Forms and secure personal details with an SSL Certificate.
- Attach PDF Forms so your clients have a choice of whether to complete forms online, via fax or post.
- Add an auto-responder so your enquirer receives a prompt response.
- Display your products through the Product Catalogue and receive orders direct to your email address. Collect credit card or invoicing details.
- Sell products through the E-Shop and have the money deposited direct to your bank account.
- Create multiple galleries with the Photo Gallery module to show your clients photos of your latest exhibition or event.
- Use the Customer Module to allow clients, suppliers, or branch offices enter a secured non-public area of your site.
- Collect detailed statistics via WebeZ's Statistical Report module on how many times your site is visited; how long they stay at your site, which page is most visited, url addresses of visitors, breakdown by geographical region etc.
- Link your accounting software to a WebeZ site to create one online business management solution.
- And more ...

An effective website can seriously cut the costs of your marketing budget because it can do most of the work for you and more. And if there's a mistake, you can change it instantly without the need to spend more money on reprinting.

The Value of Websites (cont'd)

Websites have come of age and can now offer far more sophisticated solutions than just an online brochure. 'Websites that Work' can do a lot of the work for you.

A WebeZ package starts at just \$990 (inc. GST) for a 5-page custom designed site and \$1490 for a 10-page.

For further information have a look at www.webez.biz and contact:

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