

Fact Sheet

The Web Maid

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Why does your business or organisation need a web site?

If you're starting an online business, the answer is obvious. But if you already have a successful business or organisation, why do you need a web site?

Not long ago a web site was something that was nice for a business to have, a little something extra. Now it's almost expected.

Have a look through the Yellow Pages, or check out the ads in the newspaper. It becomes very obvious which businesses do or don't have a web site. If a business does have a web site, today's internet smart consumers will probably visit that site to find out who that company is and what they have to offer.

More and more small businesses are realising that online promotion can help them compete against their direct rivals and increase their profitability. Web sites are not just for big business.

Online promotion

Web sites are not just about online selling. While people use the Web to search for products and services, many still prefer to make the final purchase by telephone, post or in person. Having a web site is just as much about online promotion and establishing an internet presence as anything else.

The Web Maid specialises in helping small/micro business, organisations or individuals develop a web presence.

Communicate effectively

Your customers can contact you direct via an online form or email. This allows them to ask questions, make comments, or express any concerns while they are still at your site. They contact you at their convenience whatever time of the day or night. A web site allows you to communicate information to your customers almost instantly.

Save money

A web site can cost less than a full page ad in the yellow pages, radio, TV, or newspaper advertising. Print-based ads are expensive and limited in terms of how much information you can provide. By including your web address, customers can then browse your site to find out as much information as you have available. While creating and maintaining a web site may not be free, the information on a web site can easily be updated, therefore information can be kept fresh and up-to-date. This is more cost effective than brochures or other types of periodic advertising, which quickly become outdated.

Your competition is already online

Using the internet, it is very easy for your customers to shop around to many different vendors for products and services. Whether or not you have a web presence, you can bet that your competitors do.

Free up your telephone line

A web site can reduce the amount of time you spend answering routine telephone calls. Information about your business, opening hours, frequently asked questions and range of services can be seen 24 hours a day, 7 days a week.

I'm not really selling anything ...

... and The Web Maid is not in the online shopping business, but rather online promotion. Do you have a club that has information to provide to members or potential members? Do you have a stud farm and want to promote the services of your stud? Or maybe a little bed and breakfast business? If so, you could benefit from having an internet presence.

Why choose The Web Maid?

The Web Maid offers professional but affordable web design and virtual assistance services with an emphasis on easy to understand, individualised support.

Small businesses and organisations are overlooked by big web design businesses. People who are not computer literate are being baffled by the technical jargon and put off by the prices charged. They may feel intimidated, or patronised, by young IT professionals. The Web Maid is run by a mature woman who understands the confusion faced by non-computer literate people and will help you every step of the way in the process of getting your information online.

The Web Maid has more than five years experience in web design and has developed a thorough understanding of web surfing behaviour. This knowledge, combined with effective design techniques and over 20 years in the work force, can make your web site work for you 24 hours a day, 7 days a week.

The Web Maid aims to bring professional web design services within the financial reach of small businesses, organisations and individuals in a language you can understand.

Contact Leonie, The Web Maid to see how she can help get you online.

