



What We Do

OUR MISSION

We focus on small businesses who want to start increasing profit through an effective online presence.

Our packages are tailored, our service is reliable and our prices are competitive.

Why Get Online?

FOUR REASONS

Increase Sales

According to Google, over 80% of people looking for local services use the internet.
An effective web presence gets your business noticed.



Save Money on Advertising

You can spend a fraction of the cost of traditional advertising and achieve the same results. Online promotions are more accessible, highly targeted and remain flexible.



Increase Enquiries

An online contact form and business e-mail address allows for easier communication with potential clients and increases enquiries.



Business is Always Open

When your business is closed, being able to refer customers to your website keeps them on your side by giving them the information they're looking for.



Why Get Online?

FOUR MORE REASONS

Offer Convenience

It is far more convenient for a person to research a company on the internet than it is to in person or by telephone.



Improve Credibility

A website gives you the opportunity to tell potential customers what you are about and why you deserve their trust.



Free Market Research

Visitor polls and website statistics allow you to find out what people think of your business and how to best advertise your products or services.



Add Value

Your website can add value by featuring tips, advice and interesting content to help give your business a Unique Selling Point over competitors.



Why Get Online?

WHAT THE PRESS SAY

BBC

NEWS

Page last updated at 08:33 GMT, Monday, 25 January 2010

Small firms should 'increase their website presence'

It can drive traffic to us of the type we want. No need to randomly advertise in mass media and rely on responses that in themselves are immeasurable.

Now we can target and measure the very people who are searching for what we sell. And of course, it is open 365 days a year, 24/7.

'Missed potential'


Yet, in the face of all of this, we still come back to the stark reality that so many small businesses fail to explore the web to its full potential.

Microsoft

Small Business Centre

Small firms urged to establish websites

Wed, 02 Dec 2009



All business owners should have some type of online presence, whether this is a simple landing page or a more sophisticated website, it has been claimed.

Steve Pogorzelski, chief executive of ClickFuel, claimed that firms without a web offering are at a severe disadvantage in the modern business climate.

He claimed that bringing a brand online, even with a small website, is "an enormous step" towards driving greater awareness.

"Today's consumers conduct most of their research online, whether they are looking up your address, trying to find your hours of operation or hoping to make a purchase," he added.

"Your business should be part of the consumer's consideration process, and a web presence is often a threshold for entry."

Mr Pogorzelski said that once a website has been founded, business owners can use such features as online coupons, directory listings, social media, review sites and search engine optimisation (SEO) to drive traffic.

SEO expert Sam Tilston claimed this week that by uploading news content containing popular search terms and keywords, firms can improve their brand awareness.

Small businesses move online to reduce costs

E-commerce

By Hugo Greenhalgh

The recession has prompted small and medium-sized enterprises (SMEs) to increase their online presence as they seek to cut running costs and use marketing budgets more efficiently, a new survey has revealed.

According to the Kleinwort Benson UK Entrepreneurs Survey 2009, 76 per cent of approximately 100 respondents said they intended to increase the use of e-marketing in 2010 and 53 per cent said an online presence was critical.

"When making choices to cut costs and determine future strategies, businesses are focusing on online channels," said Joe White, chief operating officer of Gandi.net, an online service provider.

"It is cheaper to set up and distribute via the internet, so companies may well choose to close the shop.

The recession has bought forward some of those decisions to focus on online channels."

Social media are also being used more extensively, the survey revealed. Forty-two per cent said LinkedIn and Twitter, two forms of online networking, would be used to expand their businesses in 2010. Thirty-eight per cent and 36 per cent, respectively, said they would employ Facebook and YouTube.

Dominic Davenport, chief executive of Escape Studios, which trains computer graphic artists, said: "We have found that social media deliver very quick, tangible returns in terms of building awareness of our brand, and also identifying new customers."

Glyn Heath, chief execu-

tive of Centiq, an IT consulting and services company, said the interest in social media and web marketing was striking.

"However, smaller businesses are still getting to grips with tools such as Twitter and LinkedIn," added Heath. "Executives recognise that the web offers exciting engagement possibilities, but they are finding that social media are resource-heavy marketing channels, so increased spending will have lasting implications for workload."

Julie Hall, founder of Women Unlimited, an online community for female entrepreneurs, said she was surprised that only 53 per cent of respondents thought an online presence was critical.

"The 47 per cent that don't believe an online presence is critical to their business, don't get it," she said. "If they aren't online, positioning themselves as the 'go-to company' in their field, one of their competitors will be."

76%

of entrepreneurs intend to increase online marketing in 2010

What We Do

WEBSITE



Website built from scratch with infinite design revisions
Includes hosting, e-mail accounts and domain registration.
Compatible on the widest range of computers for maximum exposure.



Content Management System allowing for quick and easy updates
Add and edit pages, blog posts, images, videos and links in minutes.
Utilises the Wordpress engine, as recommended by Google.



Professional Business Photos to represent your business
We have professional equipment and post-processing software.
We can also digitally enhance any existing photos you may have.



Google Analytics for user-friendly and in-depth visitor statistics
Discover how many people visited your site and what they searched for to find it.
Find out your site's most popular pages and what sites are linking to yours.

What We Do

ONLINE PRESENCE



Search Engine Optimisation to make your site appear higher
This includes title and description copywriting, as well as image tags.
All vital for getting your business noticed and helping you to increase traffic.



Google Maps Registration to help potential customers find you
We build your business profile on Google Maps, a service used by millions.
This can include photos, opening times, location, reviews plus more.



News and Blog Feed Syndication to keep clients up to date
This feed can be automatically sent to Facebook, Twitter and online directories.
It also allows people to subscribe by e-mail and increases your search ranking.



Business Listings help to increase your Google rank
We will add your business to major online business directories.
Listings include photos, info, opening hours, website link plus more.

What We Do

SOCIAL MEDIA PRESENCE



Facebook Page allows for effective customer interaction

Allows people to 'become a fan' and stay updated with your business news.
We'll set up your Facebook Page and connect it to your website.



Twitter for promotion and updates

Twitter lets you talk and update your potential customers with company news.
We'll set up your Twitter page and display your recent 'tweets' on your website.



LinkedIn for the exchange of ideas and opportunities

A business network of over 53 million professionals.
We'll add your business to LinkedIn and connect it to your website.



YouTube for video promotion and business value

Receives one billion views per day and shares any business videos you may have.
We'll create your YouTube channel and link your videos to your website.

What We Do

PEACE OF MIND



No Contracts means no commitment

You also inherit full ownership rights to your web presence.

If you decide to change host there is no charge for the files or domain transfer.



100% Satisfaction or your money back

Before going live, if you don't like our design you will not be charged.

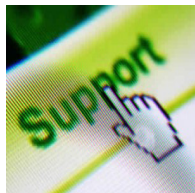
This means there is absolutely zero risk.



Virus Protection to keep your site safe

Your site is automatically protected from viruses.

Any e-mail accounts we set up come with spam protection.



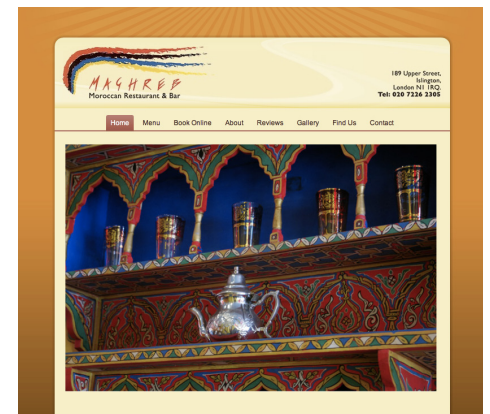
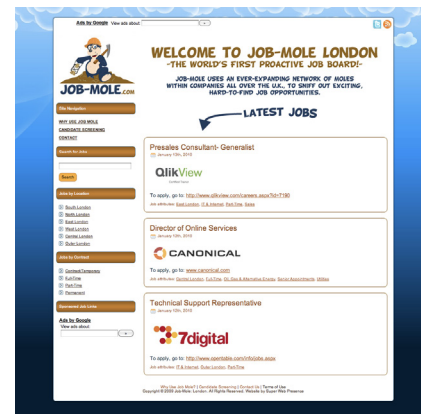
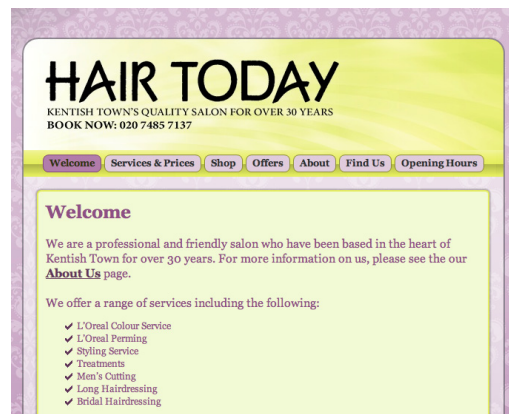
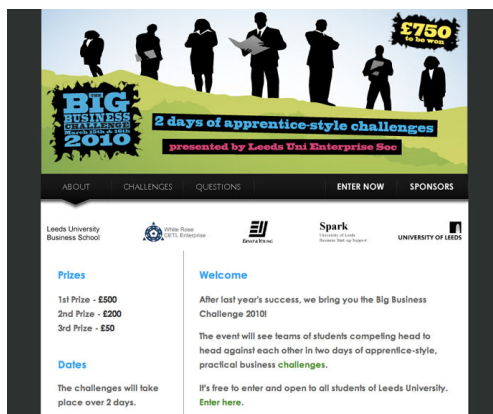
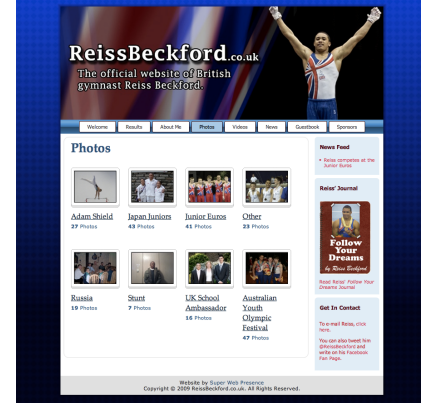
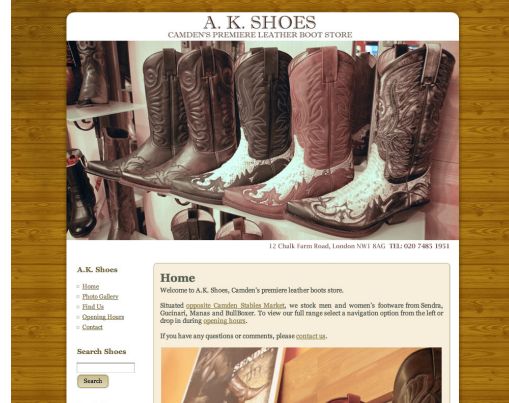
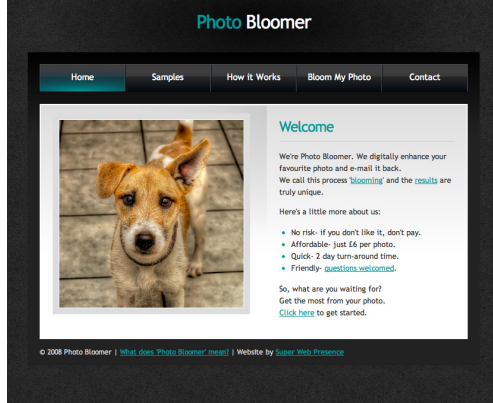
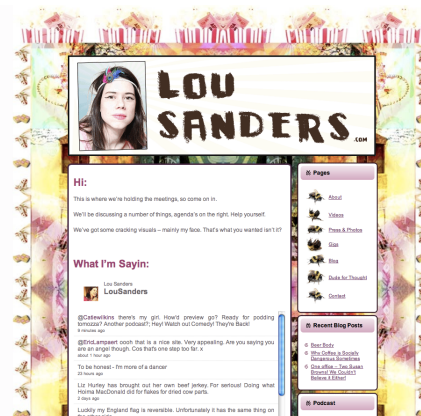
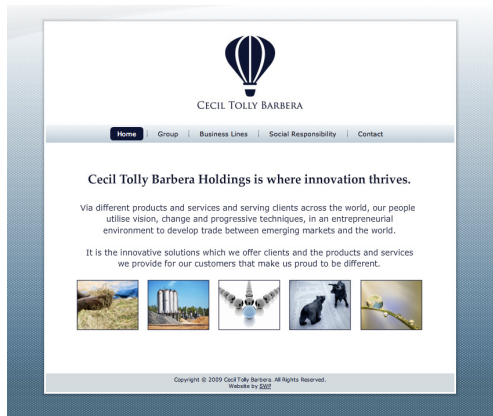
Technical Support to help you manage your website

Our support is friendly, efficient and completely free whilst your site is hosted by us.

You will have a direct line to a technical support representative.

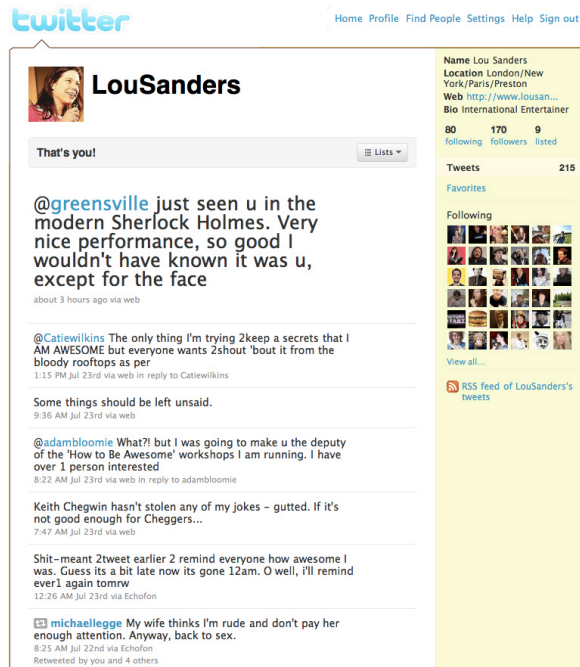
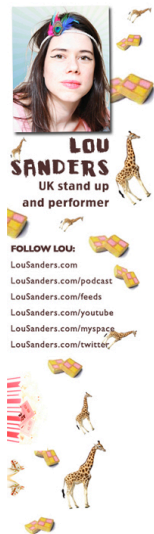
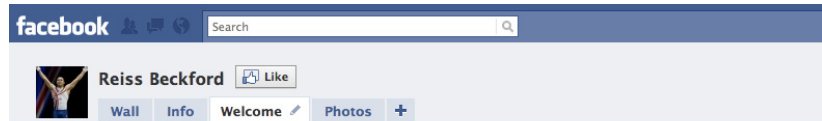
Portfolio

WEBSITES



Portfolio

PRESENCE



[Get Directions](#) [My Maps](#)

Hair Today

387 Kentish Town Road, London NW5 2TJ
020 7485 7137

hairtoday.biz

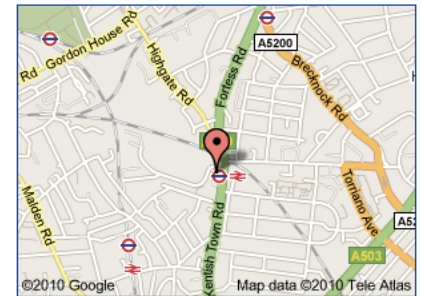
[Directions](#) [Search nearby](#) [Save to...](#) [more](#)

Categories: Hairdresser, Hair Salon, Barber Shop, Beauty Salon

Hours: Mon Closed
Tue 9:30am – 6pm
Wed 9am – 6pm
Thu 9:30am – 8pm
Fri 9am – 7pm
Sat 9am – 5pm
Sun Closed

Public transport: [Kentish Town](#) (164 ft) National Rail Northern

A professional and friendly salon who have been based in the heart of Kentish Town for over 30 years. - *From the owner*



Details

Payment Accepted: Maestro, Solo, Cheque, Cash, Delta, Switch, Electron, MasterCard, Visa

Colouring Services: Ammonia-Free Tinting, Tinting, Hairline Tinting, Conditioning Colour, Bleach & Ton...

Hi-light Services: Parting, T-Section, Half Head, Full Head

Business owner

[More details »](#)

Special Services: Brazilian Blow Dry, Raccoon Intention Extensions, Relaxing X-Tenso Package

Styling Services: Trim & Blow Dry, Re-Shape & Blow Dry, Blow Dry, Cutting, Put Ups

Perming Services: Standard, Fashion, Body

Photos



From the owner



From the owner



From the owner



From the owner



From the owner

The Next Steps

ONLINE IN TWO WEEKS

After a design consultation and quote, we will start creating your web presence. The design is usually ready within two weeks.

If amendments are necessary they will be made and the content will be modified accordingly.

Your web presence then goes online and any additional features are implemented.