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Hi There,

Ken Scarisbrick here, from **Beaumont Web Designs**. Thank you for your interest in our Web Design Service. If you are like many small business owners, you could be asking yourself: “Does my business really need a Website, or can it survive without one?”

The Purpose of This Letter

This letter is intended to give you more than enough information to enable you to make an informed decision about whether to promote your business on the Internet or not.

Please Note:

The information in this letter relates to a "Standard" 10 page website.
Actual costs & features will vary for smaller or larger websites.

On the next few pages you'll discover:

- Why it's vital that, you seriously consider your options, when it comes to promoting your business on the Internet.
- How I can help, with the services I can provide. I'll explain, in detail, what you get, with a full explanation of the costs involved.
- What bonuses you will receive, from Beaumont Designs, at no cost to you.
- That my aim is to help you to create a highly profitable Internet presence, with a minimum of fuss and at a fair and reasonable price.

Traditional Advertising Vs The Internet

As you are no doubt aware, the Internet is rapidly overtaking the Telephone Directory as the primary way that potential customers connect with local businesses.

Nielsen/Net Ratings, in a recent survey found that 86% of those who responded, have done research online, before making a purchase.

Part of the reason is that, **a Website can provide infinitely more relevant information, than your potential clients are looking for, than could be included in any Newspaper or Telephone Directory advertisement, of any size!**

That's just one reason why a Professionally Designed Website should be at the heart of every Serious Business Plan.

In Fact, There are Many Reasons Why Your Business Would Benefit from a Website

1) Your Business Can Stand Out From The Crowd

If you take a few moments to enter 'Your Type of Business' into any of the major search engines, you'll only find businesses, in your category, that have their own Websites.

A business without a Website is hidden from the eyes of Internet searchers. So it's not unreasonable to assume that, businesses with a Website are getting the lion's share of new customers.

If competition is stifling your growth, perhaps a **Professionally Designed Website** is the answer.

2) Convenience For Your Clients

Using the Internet to search for businesses and products is much easier and faster than scouring through the telephone directory or newspaper advertisements.

3) Greater Exposure For Your Business

Potential clients can't avail themselves of your services or purchase your products, if they don't know you exist. **Your Website will be visible everywhere and to everyone** who uses a search engine to find the type of business, that provides your products or services.

You will no longer be restricted to the area covered by the local phone directory. Your business will be **highly visible to anyone**, looking for the products and/or services you have to offer, including those who live outside your local Phone Directory area.

4) No Limitations On Information

A Professionally Designed Website can display **infinitely more information about you and your business**, than could any other form of advertising, including: Telephone Directories, TV, Radio, Brochures etc. You have **virtually unlimited space** and there are no time limits on a Website, so you can say as much as you want.

5) Save Money With Inexpensive & Effective Advertising

Your customers will be **better informed about your products or services**, as they are able to research your information in their own time, instead of having to rely on a furiously paced TV or radio advertisement, to gather the information they need.

You'll be amazed at how relatively inexpensive **a full colour, dynamic advertisement with unlimited space** - to say as much as you want - all available at the 'click of a mouse', can be! More about that in a moment.

You will also **save money** on printing and postage costs for brochures, newsletters and other mailings.

6) Always Available

Your Website is **available 24 hours a day, 7 days a week**. When you are unable to answer the phone, a brief message can direct potential clients to your Website, where many routine questions can be answered for them.

There are, without a doubt, many advantages to having a **Professionally Designed Website** to promote your business, to a wider range of clients.

Excellent Value for Money!

If, at this time, you're thinking to yourself: **“OK, maybe I'll think about it”** you're probably also wondering: **“What's this all going to cost and what exactly will I get for my money?”** Let me put your mind at ease.

Firstly, because no two businesses are the same, no two Websites will be alike either. Therefore, it's not possible to put a fair price on a project, without first discussing it in depth with you. **I can, however, promise that you will get excellent value for your money.**

In addition to all of the benefits, already mentioned, you'll also get . . .

- **My Full 12 Months 100% Satisfaction Guarantee** - That is to say, I will design, build and publish a unique Website, designed according to your specifications. Your Website should be ready to go in around 2 to 4 weeks, depending on it's complexity. After that time, I will continue to make any changes, that you require, until you are **Totally Satisfied**, for a full 12 months.*

- In addition, I will provide you with up to 4 hours training, Free of Charge, to enable you to manage your Website yourself, if that's what you want to do.
- Alternatively, after the first 12 months, I can continue to maintain your site for you, for an agreed fee, if that's what you choose. **The choice is yours.**
- Set up of your Website Hosting Account, with Homestead Technologies.
- Help with the Selection & the Registration of a Suitable Domain Name, eg, www.YourBusinessName.com
- Provide an After Sales Service, that is second to none.

My aim is to make the whole design and publishing exercise a **Completely Worry-Free Experience** for you, from commencement to completion.

The Website itself, will also include the following features:

- An Original Header Graphic based on your scanned logo or trademark and modified to suit, or I will design one from scratch, if you don't yet have one.
- An Unlimited Number of custom or stock Images & Photos sized and enhanced to suit your design.
- A Background Colour or Background Graphic designed and created specifically for your site.
- Fully Customised Visual Elements, tailored to your own personal requirements.
- Text/Content for each page, provided by you, in digital format, eg. Email.
- Search Engine Optimisation (SEO) of your site. Appropriate use of suitable keywords creates a favorable response in search engine results, which in turn, enables your prospective clients to find you easily.
- Clear, simple and appropriate method and style of Website Navigation.
- A Site Map on larger sites. (Search Engines love Site Maps!)
- Your Website includes a Web Form, enabling your clients/visitors to make contact via e-mail, without leaving your site. The Web Form also allows you to collect Visitor Information Details, enabling you to create a Newsletter Mailing List.
- An Interactive Map on your 'Contact' page, allowing your customers to zoom, pan and find their way to your business more easily.
- Testing of your Website, ensuring compatibility with major browsers.
- Submission & Registration of your site with all the Major Search Engines.
- A Link from my Website to yours.
- Listing of Your Business in Local & Professional Directories.
- FREE Updates and Adjustments to your Website for a Full 12 Months, after completion of the initial work. *
- Your being Absolutely Delighted with the finished product!
- Your Website may also include Additional Features. Typical examples may include an Online Poll, Guest Book, Picture Slide Show and ultimately a Shopping Cart, etc. *

But Wait . . . There's More !

In addition to the above Features and Benefits, provided by Beaumont Designs, Your Hosting Account with Homestead Technologies, also includes the the following :

- Secure 'Homestead Technologies' Hosting with 99.9% Uptime.
- One Personalised Domain Name, eg, www.YourBusinessName.com (Registering a domain name costs, on average, \$5 to \$20 per year, if you do it yourself, but it's included with any Homestead Hosting account - Additional Domain Names may be purchased, if required.

- 5 Personalised Email Addresses eg. You@YourBusinessName.com or Information@YourBusinessName.com etc; if required.
- An Unlimited Number of Web Pages and an Unlimited Number of Websites, is included in the standard package, quoted below.
- 100 MB of Storage Space. (Text, images, and any other content are stored on secure Web servers, that allow visitors to view your website 24 hours a day.) 100MB of space is probably far more than most sites will ever need.
- 15 GB per month of Bandwidth. The bandwidth included with your account is the maximum volume of data that can be transferred to and from your website in a month. Again, 15 GB per month is far more than most sites will ever need.
- Ability to Accept Credit Card Payments 24/7. You can Ring up credit card sales 24 hours a day without the expense and complexity of a merchant account.
- Comprehensive Website Traffic Reports. (All Website packages provide valuable "real-time" reports that help you fine-tune your site and your advertising. See which pages are most popular, where your visitors are coming from, how they're navigating your site and much more.)
- 'SiteBuilder' Software, which is downloadable to your computer, if and when, you choose to maintain your Website yourself.

Beaumont's Design Services are designed for people who want to have an **Effective and Professional Web Presence** but don't have the time, the inclination or the confidence to do it themselves.

However, as part of my **100% Satisfaction Guarantee**, I will provide you with up to 4 hours training, Free of Charge, to enable you to manage your Website yourself, if that's what you choose to do. **Again, the choice is yours !**

If you're still reading, at this point, you're probably wondering:

"That's fine, but what's the bottom line . . . what's all this going to cost?"

So, let's get down to the details! **Based on a Typical Website, of up to 10 pages**, including all of the Features and Benefits listed above:

\$ 990.00	To Design, Create & Publish Your Website (a one-off charge)
\$ 252.00	Website Hosting @ \$21.00 per month for 12 months

\$1132.00	Total

That's just **\$3.10 per day over the first 12 months**.

In subsequent years, only the Annual Website Hosting Fee is payable - **about 69 cents a day**.

Please allow me clarify a couple of points:

- If you require more than 10 pages, each additional page will cost just \$97.00 and the Installments, listed below, will need to be adjusted accordingly.
- The 'Design, Create & Publish' fee, is paid in **2 installments**:
- **The First Installment** is \$500.00 and is payable before work commences.
- **The Second & Final Installment** is \$490.00 and is payable on completion of your Website, that is, approximately 30 days after commencement.
- These installments are to be paid to Beaumont Designs.

After completion of your Website, I will still continue to make any changes, that you require, until you are **Totally Satisfied, for a Full 12 months**.

There is **No Additional Charge** for this service. *

In Addition, I will also:

- Create a Web Form and an Interactive Map for your 'Contact' page. These features would normally cost about \$150.00 and \$75.00 respectively. **I do not charge for these services.**
- Submit your Website to all the Major Search Engines - **FREE of Charge.**
- Provide you with up to 4 Hours Training, to enable you to manage your Website yourself, if required – there is **No Charge for this service**, either.

Your Hosting Account

The 'Website Hosting' charge, of \$252.00 per year, is to be paid directly to Homestead Technologies. The **first annual payment** is made on line, with your Credit Card, and must be paid before work commences on your Website. This enables me to create your Hosting Account and download the 'SiteBuilder' Software which is required to design, build and publish your Website.

Subsequent Annual Hosting Charges will be billed directly to you, by Homestead. (Remember, Your Hosting Account comes with a Domain Name, FREE for the first year, thereafter, about \$20.00 per year.)

Your Hosting Account also includes:

- Up to 5 Personalised Email Addresses.
- 100 MB of Storage Space and 15 GB of Bandwidth per month.
- Ability to Accept Credit Card Payments 24/7.
- Comprehensive Website Traffic Reports.
- SiteBuilder Software, which is also downloadable to your computer, if and when, you are ready to maintain your Website yourself.

One More Thing . . .

My Full 12 months, 100% Satisfaction Guarantee !

If you are not Absolutely Thrilled with your new Website, I will continue to tweak it, and change whatever needs to be changed, until you are absolutely 100% satisfied.

I can't be any fairer than that.

In Excess of \$620.00 Worth of FREE Bonuses

Remember, you will receive the following bonuses, at No Extra Charge, when you choose Beaumont Designs to build your new Website:

A Comprehensive Web Form	Value:	\$ 150.00
An Interactive Location Map	Value:	\$ 75.00
Submit Your Website to Major Search Engines	Value:	\$ 120.00
Up to 4 Hours Training to Manage your Website	Value:	\$ 200.00
Browser Compatibility Testing of Your Site	Value:	\$ 75.00
Full 12 months, 100% Satisfaction Guarantee	Value:	Priceless!

My aim is to provide an After Sales Service that is Second to None and to make your experience with Beaumont Designs, Enjoyable and Hassle-Free, from commencement to completion, at a fair and reasonable price.

So, Where Do We Go From Here ?

To request an **Obligation Free Consultation**, just call me on **02 4464 2370** or Email me at: Ken@BeaumontDesigns.com . . . and I'll only be too happy to discuss any concerns, or answer any questions, you may have, about what you've just read and what you might want to do about it.

I look forward to speaking to you soon. Why not give me a call now?

Kind Regards

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PS: Please feel free to check out my competition.

I'm confident you'll be pleasantly surprised at the difference in the design cost. Also, you will most likely find that they won't offer the same FREE bonuses, either.

*

FREE Updates and Adjustments, mentioned above, apply only to work included in the Original Quotation. Extra pages and/or additional features, not included in the Original Quotation, may incur additional fees.