



## GET YOUR BUSINESS ONLINE



**I run a small business myself**, so I understand exactly how important it is to do things once and do them right, for a fair price. We can get your company online with a single page website for just £99 and as little as £3 a month hosting and maintenance costs. The site will have the same professional look as our larger websites and bear your own personal domain name that you can use in your emails too.

From this one page, you can grow as your company grows, adding a page at a time or adding photo galleries, adverts, links and more. We don't just take your money and run, we are your **web partner for life** and any additions, changes or modifications can be done with a quick call or email to the office. Once you are happy with your web site we can talk about marketing it offline or virally via social media - the website is just the beginning.



## SO, NOW YOU HAVE A GREAT WEB SITE BUT WHO KNOWS?

You've chosen a name for your business, worked with us to create your 'brand' and then woven it all in to your beautiful website ... you're online! But who knows? We often have clients who call and wonder if the website is working as it has been live a week and the phone hasn't rung yet. **The answer is Marketing** - you need to tell people where it is. Offline this is traditional marketing, telling people, printing business cards, putting adverts in papers with your web address on etc, but online - in OUR arena is all about SEO and SMO.

**Search Engine Optimization (SEO)** - is all about adding hidden code to your website so that search engines know what it is about and people can find you, we take care of this for you.

**Social Media Optimization (SMO)** - is about creating a 'buzz' around your brand and using that buzz as a beacon, to drive people to your business. It is crucial that you are 100% happy with your brand and company ethos, before you start any form of SMO.



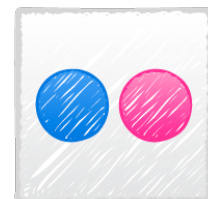
### FACEBOOK PAGE OR GROUP

We will set your company up with a profile on Facebook that reflects your company's brand and what you are about. It will drive traffic to your website and make a new audience aware of what you do.



### TWITTER ACCOUNT

Twitter is a great way of adding short bursts of information and these in turn can be fed to your website and Facebook page to keep them fresh and up to date - add special offers or links to other relevant info online.



### FLICKR ACCOUNT

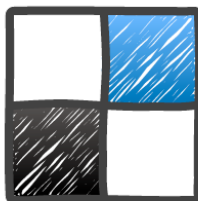
We will set you up a Flickr account in the name of your business and upload images of your products, premises - even members of your team. All of these images can be tagged and all are indexed and therefore may appear in search results.



## GROW YOUR SITE AS YOUR COMPANY GROWS

Below you can see our price list covering all the building blocks you need to grow your website as your company grows. From your first single page, you can add as many 'info' pages as you wish, but we recommend adding standard

functions such as a contact page, links page and a location page to show where you are. All of these additions can be discussed at length with our team at your convenience. Each item below shows a one off 'set up' price and the corresponding monthly charge for hosting and maintenance, as a company we are not currently VAT registered.



### BUILDING BLOCKS

COST OF SET UP & MONTHLY HOSTING	SET UP	PCM
DOMAIN NAME & EMAIL: Not ready for a website? No problem, secure a domain name and email account eg <a href="mailto:you@yourdomain.com">you@yourdomain.com</a> for that professional look.	£15	£1.50
HOME PAGE: The absolute minimum, 1 page to introduce your business - you're online! Includes 1 x domain name and 1 x email account.	£99	£3
INFO PAGE: An additional page with text content, this will have a link to and from your homepage and any other page you add.	£30	£1
CONTACT PAGE: A page with all of your contact details and a feedback form that goes straight to your email account.	£40	£2
LINKS PAGE: This is somewhere where you can add links to your partners and friends - get them to do the same, it all helps with your Google position!	£30	£1
LOCATION PAGE & MAP: This gets linked into Google and is great for search results.	£30	£1
GOOGLE ANALYTICS: We can use this to monitor your website's traffic and use the info to help improve your website's content.	£25	FREE
LIGHTBOX: This is a great way of showing off some images - a picture says a thousand words and this application will do it brilliantly.	£30	£1
SLIDESHOW: An alternative to LIGHTBOX is the slideshow application that will show your images 1 after the other and add some movement to the site.	£30	£1
ANIMOTO: Even better is the ANIMOTO animated sequence of images and text embedded in to your web page.	£30	£1
ADBOX: This is a simple box on your page with an image inside it, it can be coded to link to another website or page when clicked on.	£10	FREE
TWITTER & FACEBOOK: We can set up accounts for your business and help you use them as part of a SMO program.	£20	FREE

If you would like to discuss your online needs then please contact us using the details below and ask for Max.

#### The Pig Farmer Communications

T/+44(0)7501 273900 F/+44 (0) 709 220 3325  
 5 Redvers Way, Tiverton, Devon. EX16 6XL  
[www.thepigfarmer.com](http://www.thepigfarmer.com)