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So you think you need a website.....

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BUSINESS PROFILE

 **WEBSKILLS UK LTD.**

You probably know someone with a fifteen year-old nephew who can do you a website for £20! However, you would do better donating your £20 to 'Buy a Striker for Gillingham Football Club' or similar worthy cause. There's a lot more to a successful business website than a bit of nifty design, even if it does look good.

To start with, be clear about the purpose of your website. Think of it as your new employee. You wouldn't employ someone without knowing what you were going to pay them to do. So be clear about that before you start.

SBC Member Deryck Svensson formed Webskills UK in January 1997 with the aim of providing successful Internet business solutions to small and medium businesses, at prices they can afford. Webskills now have more than 100 clients with live web projects. So what do the majority of our clients have in common?

The answer is that they use Webskills' 'Four Keys to Internet Success'. This is a proven ongoing business process that is designed to leave little to chance. When you analyse it, it's not 'rocket science' but most people simply don't think to do it, and wonder why they get poor results.

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As a business, your main aims are to reach the right audience for your products and services, get the benefits across effectively and quickly, and then give simple and immediate opportunities to respond before your potential customer goes off to look at something else. Having looked at the principles of making your website a success, let us look at the tools at your disposal:

Starting at the beginning, we can organise your domain registration, provide website hosting on Unix or NT servers, and set up your E-mail system. If you are interested in E-Commerce, we are authorised 'Actinic' resellers, allowing you to sell products and services on-line. We also build websites that are largely database-driven, allowing you to list a lot of information that the user can search and bring back results.

Just as importantly, we also have a search-engine service. Firstly we make your website 'search-engine-ready' by ensuring that all meta-tags are used and that your chosen keywords and key phrases are established. Webskills then actively register your site with the top ten most popular search engines and produce monthly positioning reports.

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