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## FULL Service Website Design and Consultancy for Small Business

Building a website is a doddle, anyone with a PC can do it. Even school kids now build their own websites, it's true, isn't it? The problem is that good *business website design cannot* be done by school children. A website is not just what you see on the screen in front of you. Professional business website design with Search Engine Optimisation (SEO) involves many complex coding techniques to help ensure that your business is portrayed as you would like it to be.

You must ensure that ...

- ✚ it looks professional and conveys your business image with no spelling or grammatical mistakes. (looks bad doesn't it!)
- ✚ it is designed using methods that are friendly to the search engines
- ✚ complex research is done to find the correct keywords
- ✚ the text is written in a specific way for the Internet
- ✚ suitable images are used to illustrate your services or products
- ✚ it is always online and it loads quickly to encourage people to read on
- ✚ it has an intuitive navigation system so that users can find what they are looking for quickly
- ✚ you do nothing will get you *banned* from the search engines.

All of the above are essential to ensure that your website is successful. Please do not underestimate how important this can be. The success of many businesses is now based on their websites and it is by far the cheapest way to advertise your services. Conversely, if you get it wrong it can be extremely harmful.

You will find people on the Internet who will provide a "website" for under £200. These will probably look OK. They may even look quite professional, but they will not bring you any business. These cheap options are formula sites where your copy is simply plugged into template pages. No consultancy or advice is offered and nothing is done to ensure that your business gets found on the search engines or even to ensure that your site is included in the search engines.

At Toucher Web Design you get a full, personal consultancy service to ensure that your site is properly specified and that it includes the information that your clients need. You can also have free, ongoing advice and consultancy on Internet Marketing and I will work with you to ensure that your site provides you with a full return on your investment.

### PRICES

I am freelance so I don't have to charge nearly as much as the larger website design agencies. Remember that my prices *always* include *website consultancy* and they start at about £300. Clearly I have to charge more for larger jobs but an eight page site with a home page, about us, contacts, testimonials and four other pages could cost as little as £400 to £600 depending on the amount of design work involved. I also provide free, no obligation quotations. Feel free to contact me using any of the methods below to find out what I can do for you. *Serious* enquiries are always welcomed.

Print this for later reference or go to my online enquiry form at: <http://www.toucher.co.uk/inquiryform.htm>