



## Ever thought a website would boost your business?

Traditionally companies in your sector haven't needed a website. The Internet is everywhere – your customers already have access to all the information they need to make informed choices. Their buying decisions are strongly influenced by what they see on the web. If you do not have a website you are almost certainly losing business to competitors who do have one.

### What's involved in creating a website yourself?

Creating a website can be an expensive and complex exercise. You need to design a site – not an easy task by any means – you would either have to learn a new computer language, or purchase and learn software which can automate some of the steps. Your website content must reflect well on your company and its services and be easily accessible. You must also have a valid Internet address which needs to be registered and advertised. You would also need to subscribe to a hosting provider. If you were to do this all by yourself, setting it up would prove very expensive.

### The Solution

Anatomise, together with J9 Solutions, specialise in helping small businesses acquire a web presence as quickly and cost effectively as possible. We can work with you to create a site with your identity. Just send us your brochure and we'll do the rest – from registering a web address, designing your site through to commercial search engine submissions – making it easier for customers to find you.

### What can I put on my website?

- o Product and services brochure
- o Company overview
- o Contact details
- o Special offers and promotions
- o Photos of your team
- o Directions to your offices
- o Customer testimonials
- o Links e.g. to affiliated professional organisations
- o ...Anything you feel will enhance your business profile

### What is a website?

A website is a set of pages, very similar to a brochure, which can be seen by anyone who browses the Internet.

You need to have a 'domain'. This is your address on the Internet. If someone types your domain into their computer and are surfing the Internet, they will be reading your site.



[www.Anatomise.co.uk](http://www.Anatomise.co.uk)

*Anatomise was formed to help management teams from companies of all sizes to improve their effectiveness in a number of key areas. The services we offer are carefully selected as those that we believe are critical to companies needing to radically improve their business effectiveness.*



[www.J9Solutions.co.uk](http://www.J9Solutions.co.uk)

*J9 Solutions – refined ICT solutions, PC and Macintosh. Founded in 1997 we specialise in bespoke system development and offer services including: database design, web, imaging and software training for a wide range of clients in the public, private and education sector.*



## Bureau Service

We understand there are many important tasks you need to carry out in your business on a day to day basis – maintaining a website isn't likely to be a core activity you can justify undertaking.

So in addition to providing a website, a visitor only needs to click on the 'e-mail me' button to establish contact. If you don't have your own e-mail account on your office PC, we can take any messages and forward them either via fax or post.

With our bureau service you are using the technology to your advantage, without the full cost implications and worry of maintaining a site.

## What will we provide?

A multi-page website with many extras, depending on the package. For example our standard package can consist of the following pages:

- o Home page
- o Company overview
- o Products/services
- o Contact us / office directions
- o Testimonials / links

If you would like to have more pages on your site we offer a package to suit all needs, comprehensive through to completely bespoke. For subsequent updates to we will quote separately.

Our additional bureau service is available at a small monthly fee for fax or postal messages. However this service is free of charge if you have an e-mail account to receive your forwarded mail.

## What should I do now?

If you would like to go ahead, simply complete and return the enclosed application form. When we receive this, we will immediately begin work on your website. The final invoice will not be issued until the website is live on the Internet and you have authorised the completion.

**Get a web presence now and start to reap the benefits the Internet offers!**

## Example Sites



[www.PowerScheduling.com](http://www.PowerScheduling.com)



*Internal Client Intranet Site*

### J9 - Anatomise

6 Heasman Close  
Newmarket  
Suffolk  
CB8 0GR

**Tel:** 0845 675 6576

**Fax:** 0845 675 6576

**Mob:** 07799 064 643

**E-mail:** [info@J9-Anatomise.co.uk](mailto:info@J9-Anatomise.co.uk)

**Web:** [www.J9-Anatomise.co.uk](http://www.J9-Anatomise.co.uk)

