

Arrowscape staff have many years' experience developing web sites for organisations, both large and small.

We know the steps that need to be taken in order to get a web site live. We understand the importance of structure, navigation, presentation and the content of web sites.

What's more, we can talk to you about your ideas and requirements on a 'human' level, by cutting down the technical jargon and talking to you in plain English!

Whatever your web requirements, why not make that first call to Arrowscape to see how we can help? You may well find that we can provide you with the most cost-effective way to get yourself a quality presence on the World Wide Web.



### ***Web Site Design and Development***

No matter how large or small your organisation, we can create your web site.

This process includes visiting you to discuss your individual requirements and preferences of style, colour, layout, etc. We can take digital photographs for inclusion on your site at no extra charge. We can advise about the content of the site, and help you come up with the 'words' that are needed.

Arrowscape will always work with you, to your own timescales, to help you produce a quality web site that best reflects the ethos and vitality and of your organisation.

### ***Database-Driven/Interactive Web Sites***

Some companies have a requirement for web sites that allow users to 'do things online' rather than just browsing through information. These 'things' might include searching for information, allowing customers to log-in to access various areas, creating invoices online, presenting information that could change on a day-to-day or regular basis, etc.

These kinds of web site are usually 'database-driven' - in other words, some of the information is held (in a database) 'in the background' and is only used or presented to the user at certain times, or upon certain requests. For example, any web site you've previously seen where you have to select certain criteria in order to filter or sort information that is then presented to you, will be developed to interact with a database.

Arrowscape can create such web sites for you, after helping you fully develop your own ideas and requirements.

### ***Web Hosting and Domain Names***

Once your web site has been developed it needs to exist on the 'live' Internet, so that it can be seen by the world. This is called web hosting, and we use one of the fastest and most reliable servers in the country. It is no good having a great web site that is regularly 'down' and not available through technical faults on the part of the hosting company. So we only use the best!

We can register any number of domain names for you, eg. [www.yourcompany.co.uk](http://www.yourcompany.co.uk) or [www.yourcompany.com](http://www.yourcompany.com) - in fact, you can have multiple domain names all pointing to the same web site, if you wanted to.

It can be difficult to come up with a good domain name in the first place. Every 'normal' English word has already been snapped up, so you need to start combining words, or even making words up, to get a good domain name that is easily remembered by your customers.

We will advise you on this, and help you come up with suitable ideas to ensure your web site has the best possible presence on the World Wide Web.

### ***Email***

Most people already have an email address, usually provided by their Internet company (ISP). For example, BT customers may have an email such as *myname@btinternet.com*, or others may use Hotmail or Google Mail, etc.

However, what you don't want to do is use such an email address for business purposes. Not only does it look amateurish, but what happens if you've publicised your email address everywhere and then you decide to change ISP? You'd have a great deal of work on your hands having to inform everybody, and changing any reference to your email address in print or on the web.

What we usually recommend is setting up a simple 'forward' facility using your domain name. Your business emails can then be forwarded to any existing email account of your choice.

For illustration, you might be currently using Hotmail, so we could set it up to that *info@yourcompany.co.uk* would be forwarded to your current Hotmail email address. If you then decided to start using another email account, such as BT or Tiscali or any one of the hundreds of ISPs out there, we'd simply change the 'forwarding' so that the emails arrived at your new email account. What doesn't change is the email address (such as *info@yourcompany.co.uk*) that you've given out to everyone. Good, eh?



### *Search Engines*

Once it is live, you need to think how people are going to find your new web site.

Usually, if they don't know the exact address of your site, they go straight to one of the popular Search Engines to try and find it. These are like huge directories of web sites, and it is important that your site is registered with the main ones as soon as possible. We will submit your site to the top free Search Engines at no extra charge.

Note that some Search Engine companies, such as Yahoo, now charge to add your business to their database. Whether you want to spend such money is completely up to you.

Another major way to drive traffic quickly to your web site is to sign up for Google's 'AdWords' - this is where you appear at the top or top-right of Google's search results pages, when people search for certain keywords that you deem relevant to your site. Google obviously charge for this service (it's where they make a lot of their money!), but it's still one of the best ways to get noticed quickly.

### *Web Site Maintenance*

Once a web site has gone 'live' it will need regular updates and amendments. There is nothing worse than visiting a web site after a lengthy period of time and finding that nothing has changed, and the site is giving out-of-date information. Web users have high expectations and little patience: they simply won't visit again!

We know how important it is that your site remains up-to-date, and so any sites developed by Arrowscape will have the option of future updates on an ad-hoc or regular basis at extremely competitive rates.

And even better, we'll do small amendments such as text changes and the odd 'tweak' for you at no additional charge at all (it's included in any monthly fee).

### *Web Site Training and Handover*

As an alternative to using us to update your web site, why not take complete charge yourself? We would be pleased to train you in the use of the appropriate software, and show you how to maintain and update your own web site.

Please ask for information about appropriate training, particularly in the use of Adobe (formerly Macromedia) Dreamweaver.

See a few diverse examples of small/medium business web sites at:

- [houses.humberstones.co.uk](http://houses.humberstones.co.uk)
- [www.niwa.co.uk](http://www.niwa.co.uk)
- [www.whiteandstreet.com](http://www.whiteandstreet.com)
- [www.reubenlynch.co.uk](http://www.reubenlynch.co.uk)
- [www.wendyhooper.co.uk](http://www.wendyhooper.co.uk)
- [www.rodeowrecks.co.uk](http://www.rodeowrecks.co.uk)

**For further information, or to discuss any aspects of the services detailed above, don't hesitate to call Tony on 01527 455001 or see our web site at [www.arrowscape.co.uk](http://www.arrowscape.co.uk)**