



We have a special offer for  
businesses located from  
Brisbane North - Sunshine Coast

One custom website at a special, low  
price, with the following features:

- ✓ Custom, responsive HTML5 design which adapts its display according to the device it is viewed on.
- ✓ Optimised for Search Engines.
- ✓ Content Management System (CMS), developed by us & allowing any number of pages to be created.
- ✓ Blogging section
- ✓ Photo gallery
- ✓ Contact Us system, allowing for individual contacts such as: sales dept, tech support, etc. plus Google location map.
- ✓ Free tech support, including minor modifications and bug fixes for the life of your \*website.

\*The website we have built and maintained.  
Becomes void if the website is modified or rebuilt by  
any other web developer/designer.

For further details and pricing, go to  
[www.onyaweb.com.au/offer](http://www.onyaweb.com.au/offer)

# ARE THERE ANY FISH



FOR AN  
OBLIGATION FREE QUOTE  
Fill out the online questionnaire at  
[www.onyaweb.com.au/brief](http://www.onyaweb.com.au/brief)

Or call us on  
**1300 74 00 22**

# IN YOUR POND?



*Getting businesses on the web!*  
Since 2007

[www.onyaweb.com.au](http://www.onyaweb.com.au)

1300 74 00 22

## DOES YOUR WEBSITE MAKE A SPLASH?



## OR DOES IT GET SKIMMED OVER?

Why do I need a website?

More than 90% of Australians use the internet on a daily basis and we all search for everything from groceries, to cookware and restaurants; from paint brushes & hammers, to house painters and

builders, or anything else we can think of.

When shopping for a product or service, people generally choose the path that requires the least amount of direct contact as possible.

Subconsciously, they are actually seeking the least amount of potential confrontation and therefore, will readily go online to find a website that will tell them as much about the product or service they require, before they proceed to direct contact. This is why you should have a website with as much information as you can provide. If it does not convey a professional image and/or contains very little information, you can be sure they'll find the website of one of your competitors who has invested in building a professional and informative website that stands out.

There are plenty of fish in the sea. What if I build a free website to net a few?

For a start, most free websites are usually provided by hosting companies or ISP's as bait, to lure you in so you'll buy their services. There's always a catch with FREE.



## DISADVANTAGES OF FREE WEBSITES

- ▶ Limited space for your web pages
- ▶ Can't add additional features (plugins, shopping carts, forums, chat rooms, etc.)
- ▶ Search engines may not send as much traffic due to lack of trust
- ▶ Your visitors may doubt your credibility
- ▶ May have ads on your homepage and/or all of your pages
- ▶ You don't own your site. You're renting it.
- ▶ No guarantees of site availability and longevity (because you don't own it)
- ▶ No branded email addresses. For example (you@yourdomain.com)
- ▶ Poor help and support options (if any)
- ▶ May not be free forever

## THE FUTURE IS SMALL AND SMART

With over 65% of Australians now owning smartphones and 75% to 90% of them browsing the web, the ways in which websites are designed, developed and used, have changed.

A modern web site should be "responsive" and adapt its design to the device it is being viewed on. Modern websites are now regarded as web-based apps that MUST be mobile friendly.

I don't know if I can afford it on top of my current advertising costs.



More and more, small business owners are realising that people are no longer locating them through the Yellow Pages.

Many are now choosing not to spend a large portion of their advertising budget into what was once a "must have" and cut their Yellow Pages advertising costs significantly, then directing the savings into their website and online marketing, which has become the new "must have" of the 21st century.

Some of our clients have cut their bill by up to 90%, had us build a website, put money into online advertising and still had money left over.

