



7 Darwin House
Corbygate Business Park
Corby
Northants
NN17 5JG

Tel: 01536 443300

Company Reg. No. 1950572

A Website Means Business!

Don't miss out on getting extra sales from the Internet

Most people agree that the Internet is now an everyday tool for locating products and services. Recent research shows that 57% of UK households now have access to the Internet (*source: Google™*). Many of these households use Internet Search Engines like Google™ in preference to the traditional "Yellow Pages".

From our research, Orchid recognizes that cost, time and computer skill can all be barriers to running a website that could be generating new business for your enterprise...

We offer: an easy, cost-effective way to successfully operate a website for your enterprise.

For a small monthly payment, the Orchid web service offers you all of the benefits detailed below:

- **Registration** of your chosen domain name (e.g. www.myfarm.co.uk)
- Up to 6 **professionally designed** web pages using your business "look" (logos, colours and graphics)
- Insertion of your **content** (text and photographs) into the web pages
- **Site hosting** (rental of web space)
- On-going **content updates** (for example, news items, events calendar, new products)
- On-going assistance with the **editing and promotion** of your site (to help people easily find your business on the Web)
- **Straightforward, efficient service** from a family business with **25 years experience** in providing software to food producers and related rural business

Remember: there is **no high capital cost** for the initial design and layout of your website.

Put us to the test!

Call Orchid today on **01536 443300** for a **no obligation chat about your requirements** and to see if we are the right people to deliver the benefits of the Internet for your business.

Additionally, visit the "Web Solutions" page of our website www.orchid-data.co.uk to sign-up for our **free Newsletter**. This includes useful topics on setting up and running your own website.



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Client Testimonials

Don't just take our word for it, here's what two recent clients said about our website services:

"Andy and Will at Orchid were very thorough in their approach to designing the site and writing the content. We are more than happy with the results and look forward to their on-going assistance in developing and promoting the site."

Sarah Farnes, Proprietor, Downsvew Farmhouse , East Sussex (dairy ice cream producer)

View the website: www.downsvewfarm.co.uk



"Kettering Fuchsia Society was seeking a company who would be willing to build an eye-catching website. Orchid Data listened to our ideas, and has created a website which neatly contains all our activities. We are delighted with the result and recommend Orchid Data for their care and attention to detail. We will continue to work closely with them for maintenance of the site."

Peter Oxlade, Chairman, Kettering & District Fuchsia Society, Northants

View the Website: www.ketteringfuchsias.org





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Here are just some of the ways that an Orchid Data Systems Web solution can be of benefit to you:

- Orchid Data has been providing IT solutions for 25 years. We are a family business and provide a service that you can trust. We adopt a “Plain English” approach when advising clients
- We handle all the technical aspects. This includes domain name registration (your “www” name) and site hosting (the computer where your site is stored), leaving you to get on and run your business
- We have specialist Web copywriters. Writing effectively for the Web is very different to the writing process for traditional literature. These services can prove invaluable in helping to get your key marketing messages across
- Additional services available to you: graphic design for logos and professional business look, and programming for e-commerce functions like product catalogues and on-line ordering
- Available soon: Websites where you can update your own pages yourself – as easily as using a Word Processor. This can be a big advantage where small but frequent content changes are needed
- Options to take out a cost-effective monthly subscription for your Website updates, support and maintenance
- Additional services available for Internet marketing – this is very important to help potential customers find your Website once it has been made “live” on the Internet. The main objective is to ensure your site is listed by the main Search Engines (e.g. Google). There are a range of techniques and on-going activities that will help with this



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Some of the Main Benefits of a Website for Business Marketing

- Make more sales
- Save you hundreds of pounds in advertising costs – magazine/newspaper advertising is expensive, even for one weekly/monthly inclusion
- Enable you to market all your products and services to a much wider audience, 24/7.
Do you have a large town on your door-step?
– if Yes, how do you reach this potential market? A Website can be one of the cornerstones of your marketing plan
- Save you money by enabling quick and easy communication with customers
- Act as a valuable source of detailed information about your products and services.
For example, quickly display time-sensitive information like:
 - Short-term special offers on products and services
 - Seasonal opening times or other weather-dependent activities