



## Why do you need a Web Site?

### Cost effective business promotion

#### Custom Internet

With the vast increase in the numbers of people using the Internet, it is becoming more and more important for you to promote your business with a web site.

- Is your product or service of medium to high value?
- Do you wish to sell it to customers outside your local area?
- Are your competitors using the Internet?
- Does the range or availability of your product change quickly?

If the answer to any of these questions is 'Yes', then you should certainly consider a Web Site.

#### Reach more customers ....

- The cost of advertising, producing brochures and the time taken to distribute them is enormous. A web site will enable you to promote your business over a far wider area than you could by traditional methods.

#### Make your information available ...

- A Web site can carry far more information than you could include in a brochure, as well as being quick and easy to update. Your customers can get access to your information when they need it at a fraction of the cost to you.

#### Drive down the cost of sales ...

- Printed brochures are expensive. With online information you can keep everything up to date at a fraction of the cost.
- Those customers who do contact you having seen your web site will already be interested, and more likely to place an order.

#### How we can help

Many businesses simply don't have the skills or time to promote themselves on the Internet in an effective way, and so we offer a comprehensive design, maintenance and promotion service.

At Custom Internet, we have the online promotion and marketing experience to get your business noticed.

We will design your web site, promote and maintain it as required. We will also arrange a suitable domain name and hosting arrangements as required.

If you are interested in using our design, promotion and maintenance services to put your business on the Internet or to improve your existing web site, please contact us.

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**Custom Internet Limited**

Email : [enquiries@custom-internet.co.uk](mailto:enquiries@custom-internet.co.uk)

telephone 01425 655210

[www.custom-internet.co.uk](http://www.custom-internet.co.uk)