

# WEB DEVELOPMENT

Website design is critical to the success of any business. More consumers are searching for businesses online than ever before, so unless you're a business owner who is not interested in growing your brand, you need to have a website.

Having a website isn't just about selling your goods and services – it's also about providing something of value to potential customers. Here are some key reasons why websites matter.

## YOUR CUSTOMERS EXPECT IT

If this were the only reason on the list, it would be enough. Six out of ten consumers expect brands to provide online content about their business on some form of digital property, and more than half head straight to the brand's website for product information. If you don't have a business website, today's digital-savvy (and impatient) customers may look elsewhere.

## PROVIDING SOCIAL PROOF

90% of consumers claim that online reviews influence their buying decisions. You could rely on review sites to host reviews for your brand, but you can kill two birds with one stone on your own website.

## CONTROL THE NARRATIVE

It's true that you cannot control what others say about you on social media channels, but you can influence public perception by creating your own story via a business website. A company blog helps business owners get their message, mission, and personality in front of their target audience faster than more traditional media. Linking to Facebook and other networking platforms make sharing your content easier.

## YOUR COMPETITORS ALL HAVE WEBSITES

Consumers typically start their buying journey with research and recommendations from peers and social network connections. Studies show that once a consumer has an idea of what they need or want, they start researching, and go online to find out more. If you're not staying competitive with your rivals, you're giving shoppers a reason to buy from another brand.

## NEVER PUT UP THE 'CLOSED' SIGN AGAIN

Nobody wants to work at 3am, but some people like to shop then. Having a business website or ecommerce store means that you can sell products all the time – not simply between 9am and 5pm. An online store can mean a dramatic boost in sales, especially when you factor in additional customers who are not restricted by geography.

## SHOW UP IN RESULTS

Consider this: 81% of consumers perform online research before making a purchase. That means they go to Google and type in one or more keywords, like "best gym near me" or, if they know what they want, "Golds Gym in Sydney CBD." If you don't have a website or properly built site, the chances of showing up on search engine results pages (SERP) are low or even zero. But if you have a site, you can optimise it for search engines and get more visibility.

## SHOWCASE YOUR PRODUCTS / SERVICES

Not only can you display your products or outline your services in detail with beautiful images, but you can provide everything from short videos to downloadable PDFs and everything in between, giving hesitant customers no reason to go elsewhere to purchase.

## CONTACT US

GDR Group specialise in creating great value for money, fully responsive websites. To find out more, speak to one of our experienced local area marketing experts today:

**1800 657 797**

**[inquiries@gdrgroup.com.au](mailto:inquiries@gdrgroup.com.au)**

**[gdrgroup.com.au/web](http://gdrgroup.com.au/web)**



# WEB DEVELOPMENT PACKAGES

<b>Starter</b> Up to 5 pages	<b>Advanced</b> Up to 10 pages	<b>Pro</b> Up to 20 pages	<b>Ecommerce</b> Up to 10 pages
Up to 5 Royalty Free Images	Up to 10 Royalty Free Images	Up to 15 Royalty Free Images	Up to 40 Products
Unlimited Content Revisions*	Unlimited Content Revisions*	Unlimited Content Revisions*	Up to 15 Royalty Free Images
SSL (https)	SSL (https)	SSL (https)	Unlimited Content Revisions*
1 x Domain URL	1 x Domain URL	1 x Domain URL	SSL (https) Cart & Checkout
12 Month Web Hosting	12 Month Web Hosting	12 Month Web Hosting	1 x Domain URL
12 Month Tech Support*	12 Month Tech Support*	12 Month Tech Support*	12 Month Web Hosting
Basic On Page SEO	Basic On Page SEO	Basic On Page SEO	12 Month Tech Support*
Web, Mobile & Tablet Responsive	Web, Mobile & Tablet Responsive	Web, Mobile & Tablet Responsive	Basic On Page SEO
Google Analytics & Webmaster Set-Up	Google Analytics & Webmaster Set-Up	Google Analytics & Webmaster Set-Up	Web, Mobile & Tablet Responsive
301 Redirect (if Required)	301 Redirect (if Required)	301 Redirect (if Required)	Google Analytics & Webmaster Set-Up
<b>Extra's</b>	<b>Extra's</b>	<b>Extra's</b>	301 Redirect (if Required)
Content Writing Package - Add \$750	Content Writing Package - Add \$1,500	Content Writing Package - Add \$2,000	<b>Extra's</b>
Appx time to complete: 4 weeks	Appx time to complete: 5-7 weeks	Appx time to complete: 5-7 weeks	Content Writing Package - Add \$2,000
			Appx time to complete: 5-7 weeks

\*FAIR USAGE TERMS APPLY