

# WEBSITE DESIGN & DEVELOPMENT



Digital Dreams will work with your businesses to increase revenue, reduce costs, and ultimately improve business performance using internet and web technologies.

One of the ways we do this is by taking the time to understand the challenges you face when it comes to utilising technology and the Web specifically. With this understanding, we can work with you to create a timely and cost-effective solution.

**“IT JUST MAKES GOOD  
BUSINESS SENSE”**

## BRANDING - Establish A Presence

Millions of people worldwide have access to the internet. To be a part of that community and show that you are interested in serving them, you need to have a website on the internet. You know your competitors will.

## MARKETING - Make Information Available

Think of a Yellow Pages advert. What are your hours? What do you do? How can someone contact you? Now think of a Yellow Pages ad where you have instant communication. What is today's special? Today's interest rate? You can keep your customer informed of every reason why they should do business with you.

## LEADS - Networking

Every smart business person knows, it's not what you know, it's who you know. Passing out your business card is part of every good meeting and every business person can tell more than one story how a chance meeting turned into the big deal. Well, your website is your online business card that works 24 hours per day and is available to millions of people.

## SALES - E-Commerce

Your website is also part of your sales team. Customers can purchase your products from the comfort of their home. Businesses can place orders quickly and easily..

## SERVICE - Anytime, Anywhere

Not everyone is on the same schedule or the same place. Business is worldwide and continues outside your office hours. Your website can serve your customers 24 hours per day, all around the globe.

## TIME - Answer Frequently Asked Questions

Most businesses spend a lot of time answering customer questions. In most cases, these questions are the same. By adding these questions and answers to your website you and free up more time to do other things.



**At the end of March 2005 there were  
5.98 million active internet subscribers**

Australian Bureau of Statistics

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