



Web7

VISION IS THE ART OF SEEING THE INVISIBLE.

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W7-14 – FAQ

You might wonder: Do I really need a website? My business is doing fine without one.

1. It is a fact that South Africans every day are gaining more access to the Internet, either on their mobile phones, tablets or computers.
2. South Africans [and everybody else on the globe] are online for many reasons: social networking, learning and gathering information, finding suitable service providers.
3. The Internet is fast becoming a reference point for getting information on businesses users you would want to interact with.
4. It is proven that businesses that have launched online have grown at a rate of 4 times faster than those that haven't!
5. All of the above mean boils down to the following: **if you are in business [large or small] YOU NEED A WEBSITE!**
6. Prior to reading this, you might have had the excuse that you can't afford a website, but now that you know better as **we cater for ALL budgets.**
7. You do not have to be an IT whizz; **we do it all for you.** All that you must do is to:
 - firstly tell us more about your business and then,
 - secondly, to be available when your phone starts to ring and/or your emails start coming in, and then,
 - thirdly, service your clients diligently and with excellence.
8. We understand the frustration of business owners to stay in touch with technical progress and to be simultaneously be able to adapt to business dynamics which is never stagnant, and to promptly announce same to the world [via your website]. We will do it all for you.
9. Yes. As one small business owner put it, *"Creating my website, was simple and enabled me to activate the business plan that I had in my head"*.
10. We've worked hard to create a set of tools to make getting online easy. We want you to spend less time and money creating a website and more time focused on doing business, like selling and being successful. Once you are, tell us about it!

How does getting online help new customers find my business?

1. Having a website enables your business and the information about your products and services to be available 24/7. Whenever a potential customer searches for your business or product or service, they can get the information they need even when you're not physically there.
2. A professional website helps potential customers discover what sets your business apart from others and gives them confidence in what you have to offer. Whether you have a storefront or run a business from home, a website is relevant for your business.

What does a Google Maps listing do in helping customers find my business?

1. Millions of people search for businesses on Google. Your listing will also be available through Google Search Engine, Google Maps, Mobile Search and even Google Earth. On any of these services, if someone searches directly for your business name and city, your listing will most likely show up.
2. With Google Maps, you can help customers find exactly where your business is located and they can also get directions from where they are traveling right to your front door.

What is a domain name?

A domain, website address or URL is the unique name that identifies your website on the Internet. Your unique website address could be a high level domain, such as www.web7.co.za or a sub-domain, such as yourbusiness.web7.co.za. When creating a website with Web 7, you automatically get a high level domain such as www.yourbusiness.co.za.

What is website hosting?

In order for your website to be accessible on the World Wide Web, it needs to be stored on a digital server that is connected to the Internet. "Hosting" refers to the storing of your website on such a server.