

Selling online is becoming a vast business in the UK, and having your own web shop specially designed to sell your products is a must-have - and it's far cheaper than actually running a 'real' shop with real staff!

We know the steps that need to be taken in order to get a web shop live. We understand the importance of a well designed store, that presents your products in an easy-to-navigate manner with good search facilities (if applicable) and a simple checkout system.

We'd be happy to talk to you about your ideas and requirements on a 'human' level, by cutting down the technical jargon and talking to you in plain English!



Payment Options

We will also advise about the different options for taking secure payments in your web shop.

These can range from a PayPal option (simple and free to set up, but with higher charges per transaction) to a fully integrated credit/debit card payment system (more involved in setting up, usually a monthly charge for the system, but lower transaction charges and more 'professional' in appearance).

Web Hosting and Domain Names

Your web site will be hosted with one of the fastest and most reliable servers in the country. It is no good having a great web shop that is regularly 'down' and not available through technical faults on the part of the hosting company. So we only use the best!

We can register any number of domain names for you, eg. *www.yourshop.co.uk* or *www.yourshop.com* - in fact, you can have multiple domain names all pointing to the same web shop, if you wanted to.

It can be difficult to come up with a good domain name in the first place. Every 'normal' English word has already been snapped up, so you need to start combining words, or even making words up, to get a good domain name that is easily remembered by your customers.

We will advise you on this, and help you come up with suitable ideas to ensure your web shop has the best possible presence on the World Wide Web.

Search Engines and AdWords

Once it is live, you need to think how people are going to find your new web shop.

Usually, if they don't know the exact address of your site, they go straight to one of the popular Search Engines to try and find it. These are like huge directories of web sites, and it is important that your site is registered with the main ones as soon as possible. We will submit your site to the top free Search Engines at no extra charge. This, however, doesn't guarantee where (or even if) your site will appear on any search list.

Note that some Search Engine companies, such as Yahoo, now charge to add your business to their database. Whether you want to spend such money is completely up to you.

A major way to drive traffic quickly to your web shop is to sign up for Google's 'AdWords' - this is where you appear at the top or top-right of Google's search results pages, when people search for certain keywords that you deem relevant to your shop.

Google obviously charge for this service (it's where they make a lot of their money!), but it's still one of the best ways to get noticed quickly. In brief, by offering them more money per 'click' than your competitors, you will appear higher in the list than they do. We can offer advice on AdWords to help you make the right decisions.

Site Maintenance

Obviously, products come and go. There will be new products, or even new ranges, you want to include in your shop. Similarly, there will be times you want to remove products from sale.

We are happy to offer an on-going service to keep your shop up-to-date, either on an ad-hoc or regular basis at extremely competitive rates.

And even better, we'll do small amendments such as text changes and the odd 'tweak' for you at no additional charge at all (it's included in any monthly fee).

So if you're looking for an online web shop, why not make that first call to Arrowscape to see how we can help? You may well find that we can provide you with the most cost-effective way to get yourself a quality presence on the World Wide Web.



See a few examples of our web shops at:

- www.keypromotions.co.uk
- www.picture-picture.com
- www.framed-memorabilia.co.uk

For further information, or to discuss any aspects of the services detailed above, don't hesitate to call Tony on 01527 455001 or see our web site at www.arrowscape.co.uk