

# Sydney Business Web - Introduction

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**Sydney Business Web**  
Authored by: Keith Rowley



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# Who We Are

## Keith Rowley – the Founder

Keith Rowley BSc (Hons) MBA is the co-founder of Sydney Business Web. He is a systems engineer with 30 years of corporate experience in industries as diverse as mining and communications.

Sydney Business web was founded to help smaller businesses with big-business capabilities and is dedicated to providing not only best-of-breed products but long-term support. We are proud of our track record in industry.

***“I have known Keith for more than 15 years and was his first client with GroundProbe. Keith has always endeavored to build a good personal and professional relationship with his clients, is one of the most innovative people I have had the pleasure of working with, and is always prepared to go the extra mile to provide for his clients requirements. This included developing new technology when it was needed to suit specific applications. In all our interactions Keith has always been straight and honest, and I take pleasure in recommending him.”***

**Des Mossop •**

**Partner & Principal Engineering Geologist at SRK Consulting**

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# What we do

Sydney Business Web helps businesses that promote and sell products and services online to successfully compete. We do this with:

- a deep knowledge of website user experience
- advanced expertise in ecommerce
- an in depth understanding of real-world business and the psychology of selling
- deep technical knowledge of website technologies and hosting requirements

## Multi-Technology Capabilities

Whilst most of our customers' needs can be met with advanced WordPress websites, our systems engineering capabilities mean that we can write high quality system (website) specification documents. We use these technical documents to go to the international market for subcontractors supplying other technologies.

This is possible because Keith Rowley spent many years running Research and Development Laboratories and controlled the development of a very wide range of technologies over many years.

## Award Winning Artistry

We know that a successful business website doesn't just work like a well-oiled machine, slick and fast, but also looks great. The co-founder of Sydney Business web is award-winning artist [Hettie Rowley](#). Hettie makes sure that your website's color schemes and layout have the appeal they need although the final word on design is always with you, the customer.

## GALLERIES



PORTRAITS



WILDLIFE



BIRDS

## Working with us

Working with us always begins with an exploratory discussion and we only work with customers whose needs can be met by our skills and services.

Before we commit to taking you on board as a customer, we will discuss:

- The nature of your business
- Your target market(s)
- Your special needs for product delivery, showcases, interfaces to other systems, competitors, eCommerce needs, forms
- Your budget

Once we have sounded each other out, if we both feel comfortable, then we can proceed to discuss your project in detail, and we can provide a professional quotation. Usually, the exploratory process is quick and easy – just a phone call or two.

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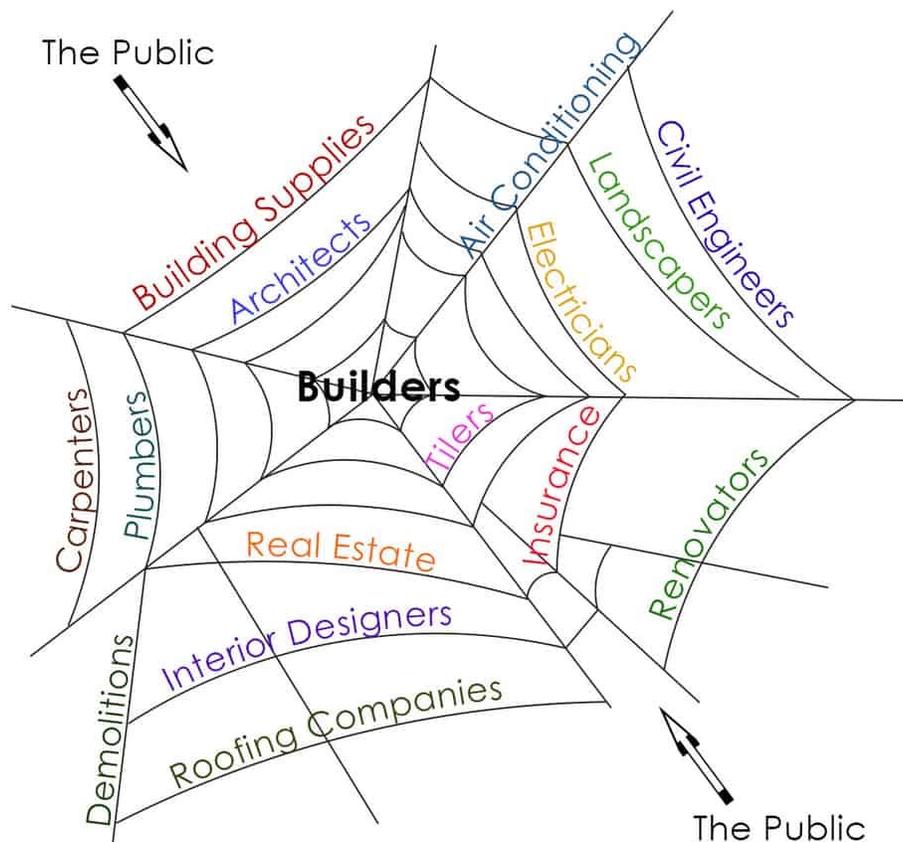
# Range of product offerings

## Websites

We offer an unlimited range of websites from one-page sites to fully-fledged eCommerce websites selling hundreds of products. The cost always depends on precisely what you require but ranges from as little as \$1200 for an 'All-in-1' websites to tens of thousands of dollars for sophisticated corporate websites.

## Industry Interconnection

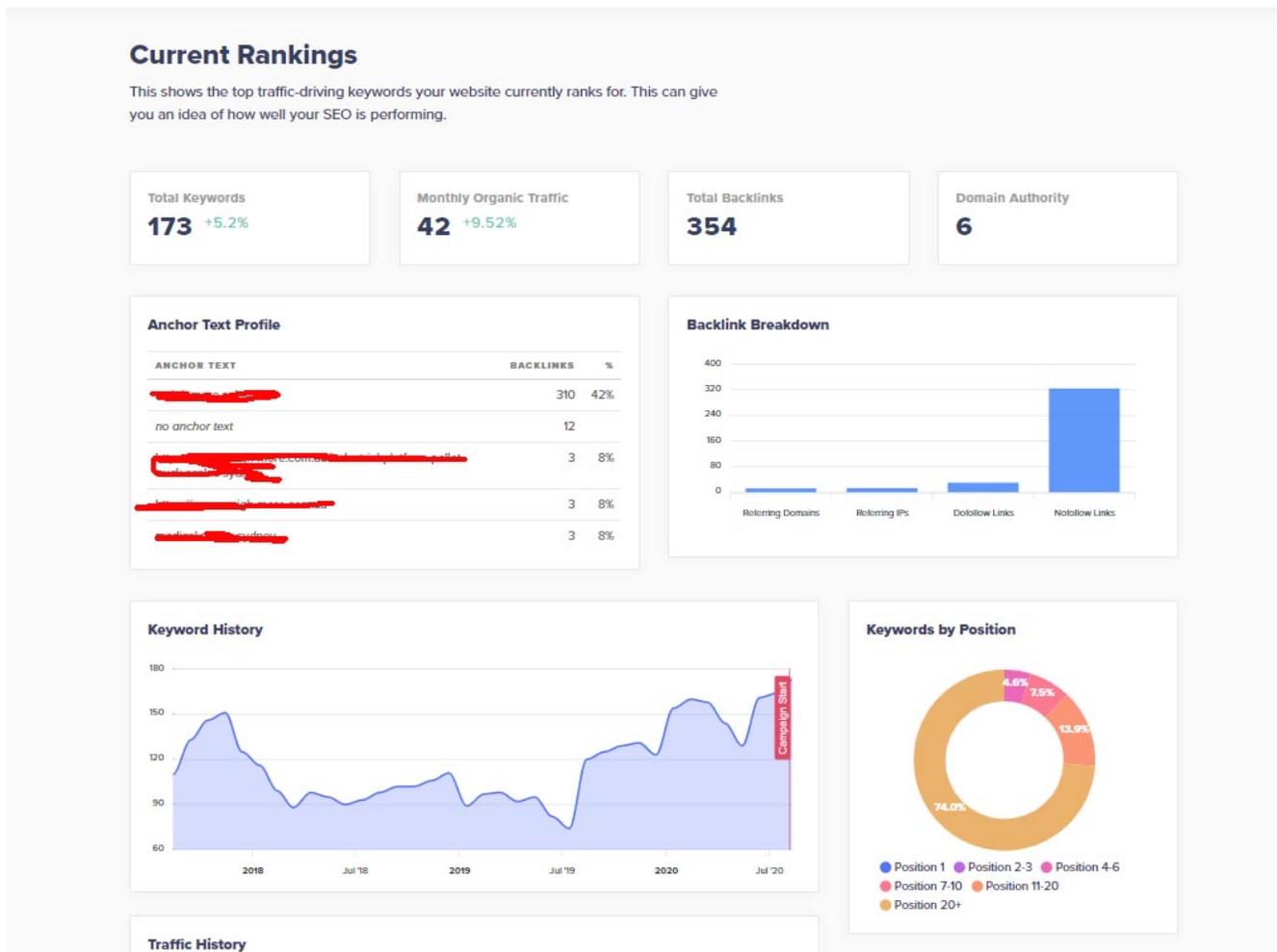
Many companies share common customers and projects – for example, builders, architects, plumbers, electricians and all companies involve in building and maintenance.



Our [Industry Interconnection Program](#) matches these companies up and allows them to benefit from each other’s local customers on the web. This is a powerful new online tool created by Sydney Business Web, initially for the building and trades industries and soon to be expanded to other industries.

## SEO

SEO – *getting your business found by the right customers on the search engines.* Even more than when commissioning a website, undertaking SEO for your business requires a business partner you can trust. SEO results can take months to achieve and require sustained efforts indefinitely to maintain rankings. If your business relies even partially on being found on the web for the right search terms – you need SEO.



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## Logo Design

Our own award-winning artist can create a unique logo for your business, helping to distinguish you from the crowd. We do not use cookie-cutter designs – every design is unique and once completed the design ownership is passed to you exclusively.

Mystical Breath



Wet Nose Dogs

## Voice Powered Websites

For some business owners, this is a game-changer. Voice search is growing exponentially on the web, but business owners are slow to catch up so far so there's still time to get ahead of the game. You can see an overview of this on our new [21<sup>st</sup> Century Restaurants Websites](#) page.



### 3D Lookaround

On your website and on **Google My Business**, let customers absorb the atmosphere of your restaurant in living 3D and SHOW them how welcoming it is! Motivate them to enjoy their meal with YOU!



### Voice Search the Menu

Let customers looking for any food item search your menu by voice and take them straight to that dish. This is a killer differentiator that people will use again and again! Win more customers!



### Pre-Payment

Let people pay before pick-up at your cafe or restaurant. Tired of no-shows? – Take deposits for Bookings and keep your tables full. A great benefit to customers and restaurateurs!

## Warranties

All of our work comes with a 90-day warranty.

## Website Hosting

We have been working with the world's best hosting companies for five years and dropped those that weren't up to scratch. Our hosts are available 24/7 which is a huge benefit when things go wrong (although that isn't often).

Combined with our own technical expertise, our hosts sort out problems fast. A good host is also critical for security of your website, speed of your website and the general technical performance of your website.

## Domains

Sydney Business Web is a member of the Domains Reseller Club and can source your domain for you for a good price – or you can just buy your domain on our website.

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# What We Usually Ask Prospective Customers

These are the key questions

- 1) Who is the target audience for your new website?
- 2) How do you envisage the look of your website – do you have examples?
- 3) What is the geographic location of your customers?
- 4) How would you classify your customers?
- 5) Do you ship products nationally or internationally?
- 6) How do you intend to gain traffic to your website – through referral or through organic website results?
- 7) Will your website need more than one language?
- 8) What contact facilities do you need on your website? We can provide everything from simple contact forms through to multi-page forms with on-site database storage.
- 9) Do you need appointment setting on your website?
- 10) Is there some information you would leave off your mobile version of the website to make it simpler and faster?
- 11) Do you need a logo?
- 10) Do you need a support contract? (recommended)
- 11) Do you need us to recover content from your present website and do you have new content to add?

Once we have discussed these questions, we can provide you with a detailed quotation

Should we then proceed to work together, we can look at site topology - what goes where. This is critical because website visitors are notoriously impatient not only about website speed but getting to what they need with the minimum number of clicks.

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Thanks sincerely for the opportunity to present ourselves.

**Keith Rowley**

**Founder: Sydney Business Web**

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