



Online Starter Kit

Overview:

Whether your business is well established or just starting out you'll know that the web is a vital tool in attracting and retaining customers. You may even have an existing website or online directory listing that isn't driving business your way.

Online Starter is a new service-based product from BT Business. It's designed to help you give your business a professional web-presence that looks good, is built with user experience in mind and is set-up to work well with search engines.

Our designers and consultants will find out what you need and what you want to achieve with your web site and build it for you, it's as simple as that.

Reasons to have an Online Starter Kit:

- Want an online presence, but don't know how to get it? BT will do it all for you!
- Now, more than ever, its important to have access to more customers. BT will help you get your first online presence quickly and easily with minimal effort or expertise required from yourselves

Benefits of an Online Starter Kit:

- **We'll do the work for you** – Get an online presence without having to do any of the hard work yourself
- **Build your business brand** – Get a logo which you can use in other publications
- **Become part of the online community** – Get on to Tradespace, our online business community and directory

Features of an Online Starter Kit:

- Initial 30 minute telephone consultation with your designer so we can find out more about your business and what you want to do online
- Help in choosing the right 'keywords' for your business website – these are the phrases search engines use to find you
- A designer who will set up your BT Tradespace page and build your initial website.
- Logo design for your website and BT Tradespace included
- Your own domain name, e.g. **www.yourbusiness.co.uk**
- The set-up of up to five domain-based webmail addresses, i.e. **you@yourbusiness.co.uk**, **sales@yourbusiness.co.uk**
- BT Business-grade web hosting for one year included in the price
- Tutorial sessions with your designer where you can learn how to update and change your Tradespace profile and your website
- 24/7 BT Business telephone support for your hosting and website plus one 'any question' expert support ticket for the first two weeks after delivery

Price:

Online Starter will be promoted at £199 (excl. VAT) – the actual billing will be a £139 (excl. VAT) up-front payment followed by the standard BT Web Hosting price of £5 (excl. VAT) per month.*

Further discounts will be available against the £139 element if you take BT Business Total Broadband from us.

Further information:

Please visit: www.bt.com/onlinestarter

* 12 months minimum term. Terms and conditions apply, see www.bt.com/webhosting/terms

Offices Worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

© British Telecommunications plc 2009. Registered office: 81 Newgate Street, London EC1A 7AJ. Registered in England No. 1800000.

Designed by Tag.

PHME 58122/06/09