

# In a sea of websites

“How will your  
company be successful online?”

[Website Design](#)

[Website Portfolio](#)

[Website Prices](#)

[Web Hosting](#)

[Marketing Blog](#)

[Home](#)



**Small business.**  
Low cost website solutions

**FLIPSEM.COM**  
FLIPSEM.COM

Website owners cry for help!

Website Design

Website Portfolio

Website Prices

Web Hosting

Marketing Blog

Home



Create a website that's trust worthy and visitors will buy from you!

**“The Big Secret revealed...”**

[www.flipsem.com](http://www.flipsem.com)

tel: 01844 201 822

email: [support@flipsem.com](mailto:support@flipsem.com)

## Insider information for creating successful websites

As you scan through this brochure you will shortly feel a sense of confidence as you're armed with basic yet important knowledge about what makes a website successful for sales and driving traffic.

This information is designed to demystify what's important when buying and creating a website that sells your business, your products and services.

When buying websites many people are not armed with the knowledge of what is going to be most effective. This can lead to an expensive purchase that does very little in terms of online sales or generating leads.

Many customers come to us having spent £1000's on a website which may look great, but they are then disappointed in the lack of targeted traffic, sales and enquiries.

A great looking website is just one small part of how an effective business website works, so if you want the insider information and **“THE BIG SECRET”** of what needs to happen for you to make sales or create enquiries online then please read on...

If you have any questions please feel free to contact us on **01844 201 822**.

Best regards

**Stephen Hedger**  
Managing Director

Website owners cry for help!

Website Design

Website Portfolio

Website Prices

Web Hosting

Marketing Blog

Home



Create a website that's trust worthy and visitors will buy from you!

No traffic no sales...

## Is your website letting you down?

**Converting website visitors into customers is the goal of most businesses online today.**

We get new enquiries everyday with the same complaint. We've had a website built but it is not working for us. The design is not what we wanted, we are not getting traffic and those we do get just don't buy... what's wrong and can you help us? At this point we offer a **FREE website review** and help these website owners understand why it's not working.

In a sea of millions of websites unless your website has the ability to stand out in the minds of your target audience, why would potential customers stay, let alone buy?

### **What makes your business better than the next company online?**

This brochure explains the fundamentals of what websites need to do in order to be successful.

The starting point is what do you want to create in the minds of your website visitors that will enable them to be in a position to buy from you?

The answer is simple...

**trust. confidence. rapport.**

[www.flipsem.com](http://www.flipsem.com)

tel: 01844 201 822

email: [support@flipsem.com](mailto:support@flipsem.com)

Make the process of buying from you easier

Website Design

Website Portfolio

Website Prices

Web Hosting

Marketing Blog

Home



## help me!

Create a website that's trust worthy and visitors will buy from you!

Big brands are generally more trusted as they are well known so buying from them is easier.

As an unknown business you need to work hard to help your website visitors to trust you.

Once they see your value they will be back.

**Creating that value is your goal.**

## trust. confidence. rapport.

Creating trust is the most important factor in doing business. The point of view of a new visitor to your site is they don't know you or your company. Creating trust and confidence in your business online is the number 1 goal.

**That trust is created through rapport online.**

In otherwords showing a potential customer quickly that you understand their problem and that your business, service or products has the solution to their problem.

**You have about 3 seconds to engage with them before they are off to your competitors**, so you have to act fast and engage with their need whilst offering a compelling solution.

**Prove that you can do what you say you can do...**

You then need to prove that you can solve that problem and that buying from you is low risk. You become a lower risk when you are considered an expert...

[www.flipsem.com](http://www.flipsem.com)

tel: 01844 201 822

email: [support@flipsem.com](mailto:support@flipsem.com)

Make the process of buying from you easier

Website Design

Website Portfolio

Website Prices

Web Hosting

Marketing Blog

Home



## **trust. confidence. rapport.**

### **Become an expert in your field**

Most customers do not arrive at a website with buying in mind, so building rapport with that customer through valuable information is critical.

They are looking for an expert to help them, so become that expert, and give them all the information they need whilst addressing all the possible objections to buy.

The more information you give them the more likely they are to either buy, call or come back for more information.

### **7 visits before they buy**

Statistics show that visitors re-visit a site seven times before they call or buy, so the goal is to be so engaging they come back for more. *We'll talk more about how to achieve this later.*

All this free quality information then becomes valuable to your prospects. Once the rapport has been built and they have confidence in you and your website only then will they start to feel trust.

Once they are in this position, buying or calling you becomes easier.

### **How to get potential customers to your website...**

[www.flipsem.com](http://www.flipsem.com)

tel: 01844 201 822

email: [support@flipsem.com](mailto:support@flipsem.com)

That sounds great but how do we get visitors

Website Design

Website Portfolio

Website Prices

Web Hosting

Marketing Blog

Home



**If your website is not optimised for the search engines they will not give you free traffic.**

**Low traffic equals low sales.**

## Getting visitors

If you're not getting visitors how can you start to build that relationship, create sales and grow your business?

This as you can imagine is a big topic, but there are some fundamental factors, this is assuming that what you want is free traffic from the search engines.

By applying the same principal to the search engines as you do with your website visitors your chances of more traffic is dramatically increased

Simply speaking give the search engines what they want and they will reward you with the traffic you desire.

**Starting the path to success.**

## Keywords. Content. backlinks.

These are the three main elements to focus on when starting any website. If your website is not set-up to help you create more content and then to apply keywords then your website is likely to be what we call a **dead website**.

**Dead website** = no to little traffic and no sales.

Let me explain...

[www.flipsem.com](http://www.flipsem.com)

tel: 01844 201 822

email: [support@flipsem.com](mailto:support@flipsem.com)

No keywords = no visitors = no sales!

Website Design

Website Portfolio

Website Prices

Web Hosting

Marketing Blog

Home



Where Keywords need to be placed to get results the basics:

- Title tags
- Meta descriptions
- Meta Keywords
- H1 - H2 - H3 tags
- keywords in the body copy

WOW how on earth can you do this?

With the right website you can! Easily and with no coding experience...

[www.flipsem.com](http://www.flipsem.com)

tel: 01844 201 822

email: [support@flipsem.com](mailto:support@flipsem.com)

## Keywords are critical!

**Keywords to a website is like petrol to a car. Without them your website won't work in driving traffic.** Keywords are the words and phrases that individuals type into the search engines when searching for information, products or services.

### How the search engines work

Google for example has the job of providing its customers with what it believes to be the most relevant information based on the keywords the searcher types into the search bar.

Based on those keywords searched Google provides the searcher with all the relevant information in order of importance. Your goal is to get on page one for the keywords searched most by your customers.

The keywords on your website and the authority the search engine has placed on the importance of your website pages is how your website is ranked in the search engines.

**The problem small businesses face: Getting your website optimised for keywords by their agency is expensive. So this critical part of your website gets ignored and this is why many websites are DEAD!**

**The solution is a website where you can easily access and control the keywords you want to be found on, but without the hassle of learning coding.**

Don't worry we'll show you how to get this...

Links = votes - more votes = higher ranking

Website Design

Website Portfolio

Website Prices

Web Hosting

Marketing Blog

Home



**The more links to your website the higher your page rank.**

**High page rank equals more authority within the search engines.**

**This means a better chance of getting on page one for high traffic, competitive keywords.**

**This means one thing!**

**A better chance of making significant sales.**

[www.flipsem.com](http://www.flipsem.com)

tel: 01844 201 822

email: [support@flipsem.com](mailto:support@flipsem.com)

## Links to your website

**Links to your website from other websites helps the search engines understand that your website is an authority within your market.**

Links back to your website is what the search engines are looking for to rank you higher.

### **Each link counts as a vote**

Each link to your website is counted as a vote by the search engines. The more votes you get the more authority is placed on your website.

Not all links are equal in value so what you really want is quality links.

### **Quality links are links from websites related to your industry.**

One of the best ways to get started is to sign up to industry specific directories. Look for ones that do not charge and those that do not ask you to link back to them (called reciprocal linking).

Reciprocal linking is far less valuable. The best kind of links is from bloggers in your industry who link to your website page because what you write is valuable to their readers. They then provide a link within their copy to your website.

Blogs are a staggeringly powerful strategy for online success.

### **Big brands & small businesses discover what is driving sales online...**



**The most successful businesses online today use blogs.**

**For marketing online they are probably the best tool for driving traffic and creating a loyal following of potential buyers.**

[www.flipsem.com](http://www.flipsem.com)

tel: 01844 201 822

email: [support@flipsem.com](mailto:support@flipsem.com)

## Blogs drive traffic & increase sales

What used to be a self-focused online diary has now become one of the most important online marketing tools for businesses of any size.

Ford, FT.com, about.com, New York Times, Flickr, NASA a small selection of big brands who know the power blogs can add to their business.

Having a blog as part of your website is becoming more and more important not only for gaining popularity but also for those critical inbound links.

Blogs can create a human face for an otherwise static and faceless website. We all know that people buy from people, so by adding regular valuable information and news gives your potential customers more reasons to see you as an expert and an excellent source of information.

Blogs are also interactive so your customers can leave comments on your blog posts, this is great because now you can open up a two way discussion online.

Blogs are great for SEO because the search engines see blog posts as news and potentially time critical, therefore they get priority over static web pages.

Plus your customers can sign-up for your latest blog posts by providing their email on your website. Your posts then get delivered to their email every time you post a new page. **This is basic email marketing, but it keeps your business front of mind.**

**Businesses are losing 90% of sales online because they don't use email marketing...**

Are you helping your competitors sales increase?

Website Design

Website Portfolio

Website Prices

Web Hosting

Marketing Blog

Home



Email marketing is probably the most under utilised form of marketing online today...

...yet it is the most effective way to build relationships and drive sales.

When someone signs up for your information they are asking you to convince them buying from you is the right decision.

[www.flipsem.com](http://www.flipsem.com)

tel: 01844 201 822

email: [support@flipsem.com](mailto:support@flipsem.com)

## How online businesses lose 90% of sales

Now imagine you have a great website set-up. The keywords are working and your pages are engaging your readers. They are delighted with the free information and they are now in a better position to buy.

**...BUT they are not ready to buy today, so they leave your website. This is typical of how online buyers work!**

Potential customers will remember all the great information you gave them, but will have forgotten about you, your business and your website.

**3 months later they are ready to buy.**

So they go searching again and come across your competitors and buy from them armed with all the information provided by you and now you have lost the sale.

**Do you really want to help your competitors sell?** In business terms this is commercial suicide. You could loose 90% of your potential business by ignoring this simple piece of marketing.

**Keeping your business front of mind is critical...**

The solution is email marketing where potential customers sign-up on your website for more information. **Imagine now a website that has this facility built-in...**

**“Now for the big secret: Insider information to really rocket your business.”**

Now you know what you need you can have it all...

Website Design

Website Portfolio

Website Prices

Web Hosting

Marketing Blog

Home



## Act now!

Where can you get so much value packed in a website for such a low price?

At just £300.00 this is going to be the best decision you have made to market your business.

Not only do you get an amazing website, but also the experience and knowledge of our experts for marketing online and offline

Driving sales is our focus for all our customers and is only a call away.

[www.flipsem.com](http://www.flipsem.com)

tel: 01844 201 822

email: [support@flipsem.com](mailto:support@flipsem.com)

## What you know so far...

- We have seen the importance of building trust, confidence and rapport
- How critical it is to build keywords into your website
- Develop content based on those keywords
- Create a blog to develop a human voice for your company
- How important inbound links are to rank your website higher
- and how to keep your business front of mind with email marketing for selling, up selling and cross-selling.

## **THE BIG SECRET: All this can be achieved from one website starting at just £300.00**

We provide powerful websites with integrated blogs and email marketing that are not only affordable for small businesses, but after the initial build from us, can be edited by you. Growing your business online is no longer an expensive exercise. You can...

Add your own pages, create blog posts, deliver those posts automatically to your email subscribers, add images, charts, video to your pages as simple as using "word". We set it all up for you all you do is type...

**...and now your website will start to grow. Plus...**

It can be yours just call us today! 01844 201 822

Website Design

Website Portfolio

Website Prices

Web Hosting

Marketing Blog

Home



# Act Now!

To discuss your website

Get a free website review

either call us on  
01844 201 822

or email us on  
[support@flipsem.com](mailto:support@flipsem.com)

[www.flipsem.com](http://www.flipsem.com)

tel: 01844 201 822  
email: [support@flipsem.com](mailto:support@flipsem.com)

## ...more of the big secret

You can easily apply all the SEO keywords (search engine optimisation) easily no coding just type and publish for every new page you create. This gives you a maximum chance of being found in the search engines. This is easy we'll show you how.

You can also integrate these sites with social networking websites such as facebook, twitter and many more.

**Normal website builds just cannot match the power for driving your business forward online.**

**In one hit I know this is a lot to take in**, but what's important is that our websites offer you a vast amount of flexibility for growth as you learn more about your new website you will delight in the immense flexibility and power to drive your business forward at such a low cost.

They are easy to use no matter what age or experience.

## In summary

**If you want a website that has the potential to deliver targeted traffic to your business then these websites are perfect for your business.**

**Starting at just £300 you will struggle to get such power at these prices.**

## Want to know more..?

Beautiful designs at attractive prices

Website Design

Website Portfolio

Website Prices

Web Hosting

Marketing Blog

Home



Using our 25 years experience in marketing, we'll help you develop your brand online

Call us today  
01844 201 822

## How do we provide all this at such low prices

There is no catch, to offer you such an amazing online marketing machine and keep costs low we build websites based on a range of templates.

These templates are then developed to reflect your brand and the needs of your business and your customers.

Using this model we are able to provide you with websites that are the most effective websites for marketing available today whilst slashing £1000s off your bill.

## Some example templates...



www.flipsem.com

See our pricing >>>

Any questions or to get started today call us on 01844 201 822

Designed to help small businesses...

Website Design

Website Portfolio

Website Prices

Web Hosting

Marketing Blog

Home



**Act Now!**

## **Our prices are designed to enable a low price entry for a small business wanting powerful websites**

The potential marketing power of these websites would normally cost you £1000's, but not with Flipsem.com

### **We start our prices at just £300**

- For £300 you get a 5 page website optimised for the search engines. You provide the copy and the images and we build it for you and make it live.
- If you would like us to produce more pages we charge £25.00 for each additional page.
- If you would like us to write the pages for you we charge £35.00 per page.
- If you would like us to provide images we charge £20.00 for the first image and £7.00 for each additional image.

We also provide logo design, online brochures and case studies.

**We'll help you host your website >>>**

[www.flipsem.com](http://www.flipsem.com)

**Any questions or to get started today call us on 01844 201 822**

# Flipsem.com the one-stop-shop for brilliant websites

Website Design

Website Portfolio

Website Prices

Web Hosting

Marketing Blog

Home



## Act Now!

## Your website needs to be hosted before it can go live to the world

At [Flipsem.com](http://Flipsem.com) we also provide all your hosting needs.

We have a vast range of hosting solutions to suit every pocket starting from under £3.00/month.

Don't worry we will help you with your hosting needs when we understand what you are trying to achieve.

We also provide a low cost domain registration service, plus a registration transfer option if you have a preferred domain you want to keep.

Click on the link below which will take you to our website illustrated on the left.

**“Create an account”** at the top of the page. Once you are registered contact us on 01844 201 822 and we will talk you through the next steps.

Get started here

The screenshot shows the Flipsem.com website interface. At the top, there's a navigation bar with links for Home, My Account, What's New, Website Design, and FAQ. Below this is a search bar and a 'Start Domain Search' button. The main content area is divided into several sections: 'Domain Names' with a 'FREE with every domain' offer, 'Domain Pricing Per Year' table, 'Start a Domain Name search' form, and 'More Great Deals' including Private Registrations, Bulk Domains, and Domain Name Appraisal. There are also promotional banners for 'Create a Web Site', 'Hosting', 'Email', and 'Traffic Blazer'. The left sidebar contains 'MY PRODUCTS', 'MY ACCOUNT', and 'SUPPORT' sections. The footer includes 'Store Home', 'Catalog', 'Shopping Cart', 'My Account', 'Frequently Asked Questions', 'Support', 'Whois', 'What's New', 'Legal Agreements', 'Bookmark This Site', and 'How Pay with PayPal'.

Domain	All prices are listed in British pounds (£)			
	1 yr	2 yrs	5 yrs	10 yrs
COM*	6.97	6.63	6.63	6.63
HEAT*	6.63	6.63	6.63	6.63
HE*	13.27	13.27	13.27	13.27
HEO*	6.63	6.63	6.63	6.63
ORC*	6.63	6.63	6.63	6.63
MOBI*	9.95	9.95	9.95	9.95

www.flipsem.com

## Any questions or to get started today call us on 01844 201 822