

## Why get a professional website?

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### ① Build credibility

You immediately put your business on a different level when you can include a website address like **www.yourname.com** and an email address like **info@yourname.com** on your business card.

It is critically important that you convince clients and investors alike that they can **trust** your company and that you mean business.

Don't settle for a freemail account or a web page under someone else's website – instil credibility from the start with a professional email address and a quality website **at your own domain name**.

### ② Stay in touch

Every business, large or small, should have a **presence** on the Internet. Customers and suppliers want to be able to access information on your business and your products and they want to be able to access it fast via your company's website.

But a website can be used for much more. Savvy entrepreneurs are using their websites to **build relationships** with their customers, to cut down on client support queries and to enhance their status as thought leaders in their industry by **frequently publishing** content such as news articles, frequently asked questions and documents for download on their websites.

You need to be **able to update** your website easily, quickly and frequently to keep the information relevant.

## Lutho's solution

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Lutho has developed specialised software that allows small business owners to get a quality website and a professional-looking email address set up at their **own domain** name in only a **few hours**. It provides for the content (such as news, product listings and photos) to be easily **self-managed**.

To build a website, you simply follow a **5-step wizard** that collects business information such as your contact details and welcome message and aesthetic information such as your chosen template and colour scheme. The software is extremely **easy to use** and requires no technical or design skills.

The software automatically takes care of all the technical aspects in real-time so that you can start using your new email address and website immediately.

We charge a monthly fee of **ZAR 145** or **USD 16** for the website subscription that **includes everything** you need to have your professional website and email address up and running and since there are no minimum contract terms, you are free to cancel at any time.

If you would rather **have us handle the process** of building your website or if you need expert advice, training or design work done, we also offer the services of expert consultants at an additional once-off fee.

### ③ Promote your products and services

The Internet is an excellent medium to showcase your products and services to the world and can be used very effectively to compliment your offline marketing strategy.

You should take advantage of the opportunity to **reach new customers** and offer online sales via your website.

## Your concerns

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### ① Complexity

We understand that you are an entrepreneur and want to **focus on business**. Who wants to choose between different technologies, capacities or platforms for their website or struggle with domain name registrations and hosting setup as is so often the case?

### ② Time

Having a website built using a traditional website developer takes time. We understand that you **want results fast** and cannot afford to wait for weeks for a developer to build your site or to make even the smallest of changes.

### ③ Cost

Every small business owner knows the importance of limiting expenses and cash outflows to the minimum. Wouldn't it be nice if you could avoid incurring the large upfront outlay that developers charge to build a website? Wouldn't it be nice to pay **only a low monthly subscription** instead?

## Products and features

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Package	Features
<b>DIY website subscription</b> ZAR 145 pm* or USD 16 pm	<p>General</p> <ul style="list-style-type: none"> <li>• Access to the Lutho® Builder to <b>easily and quickly build</b> your site</li> <li>• Access to the Lutho® Control Panel to <b>manage your own content</b></li> <li>• Secure and reliable <b>hosting</b> at your chosen domain</li> <li>• Access to comprehensive visitor <b>statistics</b></li> <li>• <b>Dedicated support</b> via email or telephone (office hours)</li> <li>• Access to our <b>knowledge</b> base, training manual and support videos</li> </ul> <p>Website pages</p> <ul style="list-style-type: none"> <li>• <b>Home</b> page</li> <li>• <b>About</b> us</li> <li>• <b>Contact</b> us (with form to send a message)</li> <li>• <b>News</b> articles (with interface to Google)</li> <li>• <b>Product</b> particulars (with e-commerce integration to allow <b>online sales</b>)</li> <li>• <b>Photo</b> galleries</li> <li>• Client <b>testimonials</b></li> <li>• Industry <b>accreditations</b></li> <li>• Frequently asked questions (<b>FAQs</b>)</li> <li>• External <b>links</b></li> <li>• <b>Documents</b> for download (Word, PDF, Excel etc)</li> </ul> <p>Email</p> <ul style="list-style-type: none"> <li>• <b>Branded email</b> address (like info@yourname.com)</li> <li>• Access to email using a <b>client</b> such as Outlook or via our <b>webmail</b> interface</li> <li>• Ability to <b>forward</b> email sent to your new email address to another address</li> </ul>
<b>Premier assistance package**</b> R145 pm plus R3 500 once-off	<p>All features of the DIY website subscription, plus –</p> <ul style="list-style-type: none"> <li>• Review of <b>textual content</b> to be included on the site</li> <li>• Taking of <b>basic photos</b> for use on your website</li> <li>• Custom design of a <b>banner image</b> for use on your site</li> <li>• Assistance from one of our consultants to complete the online website <b>building process for you</b> (based on information that you supply to us)</li> <li>• A <b>personal meeting</b> to discuss your business needs and the optimal way to utilise your Lutho website</li> <li>• Personal <b>training</b> on the use of the Lutho® Control Panel to load and self-update content on your website</li> </ul>

\* Note that all prices include VAT. We offer a 10% discount if the subscription fee is paid annually in advance

\*\* The provision of personal assistance is subject to the availability of Lutho consultants in your area

## Getting your website

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To order a website for your business or to find out more about our company or its products, please contact us by telephone at **086 123 3210** (international +27 12 682 9201) or by email at **support@lutho.com**.

Alternatively, visit our website at **http://www.lutho.com** for additional information and an online ordering facility.