
RedSpider Web Services

We handle the process of establishing your online presence from end-to-end.

- Domain Name Registration (US\$25/ yr)
- Hosting
 - Dual processor 3.2 GHz P4
 - 2.5 Gigabit connection
 - PROTECTED USA/EU based
 - FREE domain name
 - 300 MB upgradeable storage
 - Unlimited POP3 email
 - WebMail, FTP, Control Panel
 - NO setup fee
 - ONE low price (~US\$14/ mth)
- Professional Design
 - Customised layouts
 - Focused content
 - Easy navigation
 - Search engine friendly
 - Optimised graphics
- Search engine submission/ advertising
- Site Maintenance
- Custom photo/videography



www.stgeorges.org.gy



www.lemeridien-pegasus.com



www.leapguyana.org



Getting the most from your website

RedSpider



Fast and affordable web solutions

Tel: 231 RED1
Email: info@redspider.biz
Web: www.redspider.biz

Successful Sites

A successful website is part of a long-term strategy; not a quick fix. It must become integrated in the processes of your business/ organisation. So decide *why* you want your website. It can help you better represent your business/ organisation to customers/ constituents, improve your reach and save on expenses; so before you begin, decide to use it or lose it.

Identify yourself. Get your own website address and email addresses based on your website address. It's more professional.

Think like your viewer. What do they want to know about your business/ organisation? This is perhaps more important than what you yourself think from inside the business/ organisation.

First impressions, and therefore an attractive design, are important; but remember that creating useful content and providing clear and easy navigation to that content, will be more important for your site's success than bells, whistles and overdone animation.

Keep it readable; otherwise viewers will miss what you want to say. A cluttered site is *not* a sign of a tidy mind, so ensure the design layout is easy on the eyes.

Keep it current. Whatever the update schedule dictated by your business, maintain your site or lose visitor interest/ recommendations.

Respond. To emails. Or face bad recommendations from site visitors.

Plan to promote. The web is a volume game. The number of site viewers is proportional to the number of persons that have heard about it. Promote your website address *anywhere* you can including within your offices and amongst employees.

Be friendly. Ensure your site is amenable to search engines.

Impress with the press. If an announcement is to be made to the news media, simultaneously upload it to your website; this will be appreciated and it will ensure more accurate and thorough reporting. Supply digital photos of your choosing and these are likely to be utilised as well.

Convenience sells. If your business/ organisation provides certain information on a regular basis, making it available via the web is an excellent idea; your customers/ constituents will credit you with improving convenience.

E.g. How to cut costs/ increase convenience:

- Businesses: provide product catalogues, annual reports and contact information.
- Government departments: provide tender documents, application forms and contact information.

Document your successes; make reports available online. In time, this archive will become a useful instantly-available repository supporting your new initiatives.



www.goinvest.gov.gy



www.ariantzesidewalk.com



www.psc.org.gy