

# What does your website say about you?

"You may not judge a book by its cover, but I suspect you would judge a company by its website!" So says VHS Holdings' Managing Director, Vance Raeburn. He argues that the look and feel of the website has become as important as the quality and impact of the traditional company brochure.

VHS is a Bristol-based website design and website marketing company with a difference – it sees investment in a quality website as a vital part of modern business marketing. "Until recently the traditional way for a business to get more custom or to keep in touch with existing customers was to advertise, use direct mail, run a telesales campaign or mail out a newsletter"

explained Vance. "All of these can be time consuming and expensive – by the time it is completed, printed material can often have a shelf life of just a few days! A good web site is dynamic, interesting, and very cost effective."

From their early days of simply providing websites VHS has now extended its range of services to include website marketing, hosting, domain names, e-commerce and computer services. While there are a lot of talented and creative website designers in the market, VHS maintains that it's approach of combining creativity with business savvy can make a real difference to the bottom line.



Vance G Raeburn – Managing Director

One of their specialities is Search Engine Optimisation and Submission. "When someone queries a search engine like Yahoo or MSN for a product or service that your company provides does your company appear in the top 10 matches" asks Vance. "If you're not in the first two or three pages of results, you're losing business to your competitors."

VHS works to establish a presence for its clients' websites on the most popular search engines and directories, a process that can take up to three months. "We use a combination of services to bypass the standard, free submission process and rapidly promote our clients' sites," said Vance. "We often manually submit the sites to some search engines to make sure they benefit from maximum exposure."

VHS also provides a full website 'makeover' service. This includes a review of the site and any work that's needed before the submission process begins. Its designers are supported by an Account Management team that ensures all clients receive the best creative talent enabling the World Wide Web to work for you.

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- Web Site Marketing – When someone queries a search engine does your page appear in the top 10 matches or does the competition?
- Web Site Design – Whether you're starting a new business, improving an existing one or launching a new product or service
- Web Site Hosting – Hosted on the latest Intel Windows 2000 servers with full support for ASP, Perl, CGI, ISAPI, SHTML and IHTML scripting
- E-commerce – Software and systems for small and medium sized businesses wanting to sell online
- E-mail Anti Virus – If you've ever had an e-mail virus you will know how destructive and costly it can be to remove and repair
- Computer Services – From programming & database applications to on-site MS Office training, installations and network support