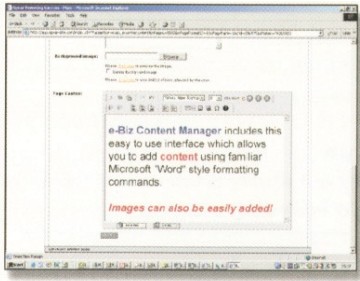


## Content Management

A major advantage of an online presence is the dynamic nature of your site. To help you make the most of this advantage, our easy-to-use Content Management System will allow you to ensure that your site is always up-to-date.



Our easy-to-use editing tool

## Web Marketing

**85% of website visitors find the site initially through search engines or directories\***

To help drive traffic to your site, we offer a range of flexible and cost-effective Web Marketing Services. These services are designed to ensure that your site is highly visible in the major Search Engines and Online Directories, and includes submission and optimisation packages, bespoke campaigns and pay-per-click services.

## Plaza Dynamics

Based in the US and with a global presence, Plaza Dynamics is an established market leader in designing and building high-quality, low-cost web-based solutions for small and medium-sized businesses. Our extensive network of Consultants means you may now get access to big company experience on a local and affordable basis.

## Additional Services

To help you make the most of your site, Plaza Dynamics tailored a number of additional supporting services:

- **Secure hosting**  
—with burstable bandwidth
- **Domain Name Service**  
—to provide a host URL for your store
- **Custom design modification**  
—to tailor your site to any aspect of your business
- **e-Promote**  
—to provide managed e-mail and SMS marketing campaigns
- **Web Doctor Service**  
—to revitalise under-performing sites
- **Site Reporting**  
—to provide an accurate and informative view of the performance of your site

Each of these services will help you remain ahead of your competitors, and to ensure that your website delivers real benefits for your business

**Don't let your business miss out...**

**Contact us today and find out how you can benefit from an effective web presence.**

**Tel: 888-353-7531**

**E-mail: [info@plazadynamics.com](mailto:info@plazadynamics.com)**

**[www.plazadynamics.com](http://www.plazadynamics.com)**

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# Websites that profit your business...



**Plaza Dynamics**  
**The Ultimate Consulting Service**

## A business essential...

In today's business climate a successful website is essential to virtually every business:

- More than three-quarters of adults in the US use a computer at home or at work\*.
- Nearly 50% of US households have Internet access\*\*.
- By 2009, 25% of US shopping will be carried out online, with a further 20% influenced by online research\*\*\*.

This phenomenal growth in US Internet usage provides a massive opportunity for smaller businesses to benefit.

With many of America's most successful businesses now regarding the Internet as being as central to their infrastructure as their phone lines and electricity supplies, it is imperative that smaller organizations remain in touch.

## Real benefits for your business

An effective web presence offers an extremely cost-effective means of delivering your message to millions of potential customers and can help you:

- **Generate New Business**  
—access to customers anywhere in the world
- **Reduced Operating Costs**  
—a cost-effective way to trade and communicate
- **Improve Customer Service**  
—your business is online and available 24 x 7 x 365
- **Improve Marketing Communications**  
—constantly up-to-date

**Increased Revenue + Lower Costs = More Profit!**



## The complete solution

By providing you with the complete solution we will make it easy for your business to benefit from being online.

Your local consultant can **design, build, manage** and **host** every aspect of your internet strategy, making it quick and simple for you to generate real business benefits.

## An affordable solution

Our local Consultants are equipped with the tools to quickly produce for you a professional website that, without breaking your bank, can pay massive dividends for your business.



## The right site for your business

It is important to us that your site benefits your business. So that your site adds value from day one, we have developed a range of business-focused functionality that includes:

- **Shopping Cart**  
—to sell your products securely online
- **Gallery option**  
—to display images and associated information
- **Online Booking**  
—for clients to quickly and easily book your services
- **Splash Page**  
—static or flash multimedia introduction to grab your site visitors attention
- **Option to display music and video clips**  
—to captivate your site
- **Password Protected Pages**  
—to communicate secure information to selected individuals

## Industry specific solutions

To provide solutions tailored to the very specific needs of certain industries we have developed a number of 'industry specific solutions'. Currently available are solutions for the Hair & Beauty, Restaurant, Villa Rental and Hotel/Guesthouse industries each packed with features designed to add value to their businesses.

Contact us today for more information on these products, or to find out whether there is a solution for your industry.

## Plaza Dynamics

### The Ultimate Consulting Service

\*\* Office of National Statistics, June 2010

\*\*\* IMRG February 2009