

Newsletter

Making the most of the internet for your business

Summers here again...

Welcome to the second edition of the Choice Online Times, our regular newsletter aimed at keeping our customers, suppliers and friends, informed of what we have been up to and what is

happening in the world of the internet and IT. We always welcome comments and inputs, so please feel free to email or call us to discuss how we can help improve even more.



Help us spend £2.9 Million !

We want to talk to any Small or Medium sized Enterprise (SME) in Greater Merseyside (excluding Halton Borough) about accessing the 40% Business Link discount for website development WHILE IT IS STILL AVAILABLE !!! We have to have business link discounted projects finished and the money spent by September 30th 2008. There is still £2.9 million to spend but not much time to spend it. For more details see page 4.



Shine a light on your website !!



The sun has been shining (well at least sometimes) and people are making the most of the welcome weather. Parks, pub, gardens and

swimming pools are all seeing an increase in visitors, but is your website?

Summertime is one of the quietest periods of the year. As people make the most of the sunshine and venture away on holiday or outdoors, less time is spent online.

At this time of year it is even more important that your website is easily found by your customers, giving them more time to enjoy the sunshine.

At Choice Online we can offer a range of services to help with this and to increase traffic to your website. These range from the search engine

submission we do as a standard part of our web hosting service, enhancing your natural keyword rankings with search engine optimisation or paid for search engine positioning via 'pay per click advertising.

If you want to know more please contact us on 0151 708 2615

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Stop Press

- Congratulations to Alan of Choice Online on the birth of his second baby, Amy, in March. Mother baby and big brother Sam are all doing well.
- Happy Birthday to Choice Online, 8 years old on the 13th June 2008.

How can we help you to beat the 2008 recession

At Choice Online we always look on the bright side so we want to cheer up those businesses worried about a downturn in the economy.

We have lived through some benign economic times recently and what that means is there are many businesses out there that have made money despite being less than well run.

If there is a downturn then all that means for most of us is that the market for our goods and services will get a little smaller. That means those businesses that are well managed will do just fine and maybe some of the less well run businesses won't do so well.

Now we know that our customers and readers of this newsletter fall into the 'well managed' category of course but it doesn't do us any harm to reflect on

how we can improve.

Harder times will make all of us focus on doing the basics well and ensuring we have the right strategy. This means :

1. Looking after the customers you have got
2. managing your time and the time of your staff more effectively
3. focusing on quality in everything you do and hence
4. saving money by reducing errors and the cost of errors
5. putting extra effort into Marketing and finding new customers
6. putting extra effort into training so your ready for the upturn
7. making sure your products and services are priced correctly and that you offer real value for money.

At Choice Online we are here to help you use the Internet to achieve all these things whether its making your website more effective, helping you sell more online or showing you how e-marketing can help grow your business. Please give us a call and see how we can help you. For more details call Richard Dawson on 0151 7082615 or email us via our website.



We've put one of our customers on a diet!

We have recently been working with a valued client of ours converting them from the standard fat client network to a thin client network.

What on earth are you talking about Alan, I hear you all say?

Good question.... The standard way larger firms network together is called fat client, this means that you pay lots of money for a server computer which merrily hums away in the corner, storing all your data and controlling the network. Servers are often powerful and have lots of storage space, which is often underused.

Thin client networks on the other hand, work differently, all the programs you need are stored on the server with your data and when you logon to your pc, you effectively open a window on the server and the server does all the work. The benefit of this is that you don't need powerful PCs to run applications, because your PC is now a dumb terminal, just sending keystrokes to the server.

The additional benefit to our client is that they have sales teams working all round the world and now these team members can log directly into the server from any-

where and use the company applications and databases to ensure they always have the right information. Removing the time wasted associated with synchronising software.

As thin client only sends keystrokes to the server, they can even use it on a dial up modem in Outer Mongolia, whether they have a client there or not is another matter.

If you have remote uses and would like to look at the opportunities of Thin Client, give Alan Palin a call on 0151 708 2615

the term "thin client", in terms of hardware, has come to encompass any device marketed as, or used as, a thin client in the original definition – even if its actual capabilities are much greater. The term is also sometimes used in an even broader sense which includes diskless nodes. Source—
Wikipedia

...40% funding Still available until September 2008, call us now... 40% funding Still ...

Would you like more business ?

Choice Online's customer list is extremely varied and we believe there is a lot a potential for our clients to get to know one another and refer business.

We are actively looking to enable you all to network together and add further value to our business relationship with you. We have set up a simple [business referral exchange](#) on our website where our customers can request a quote or initial contact with a supplier for a particular product or service. Following this request we will put

potential customer and potential suppliers in touch with each other.

We also have extensive networking relationships with BNI and Chambers of Commerce so we can extend your reach even further.

Our customers operate in the following fields:

HolidayPark
Legal Services
Transport and Logistics
Polymer Manufacturing
Office Cleaning
Print Supplies
Women's Fashions
Work wear and

Corporate clothing
Baby furniture
Decorating Services
Photography
Air-conditioning
Recording studios
Pneumatics Suppliers
Estates Agents
LPG Conversion Garage
Opticians
Golf club
Modular building services
Town Planning
Consultancy
Labels & Signage
Construction Personnel
Marine Recruitment Services
GP Locum Services
Catering Services

Please email or call us with your thoughts.



Don't be another statistic !!

They saying "Data is like trust, it takes a life time to build, a split second to lose!" could not be closer to the truth, businesses spend countless hours building up data on their products, services and customer bases whilst dangerously gambling it's integrity with no backup at all or time consuming External Hard-drive / Tape methods that are unreliable.

Securing your business data with a reliable off-site backup strategy could inevitably save you from being another statistic. Did you know that:

* 70% of companies go out of business after a major data loss (DTI)

* 42% of all tape/hard

drive data restores fail (DTI)

With remote off site data back up your data is automatically and securely backed up over the internet via your broadband connection.

So What are the benefits of Remote off site backup?

Data is not stored in the office, instead it is immediately stored at multiple secure data center

Backups are always kept up-to-date

Its an automatic daily processes - no human intervention required!

You get Quick access to old data and lost files are easy to restore.

The software is Simple to use.

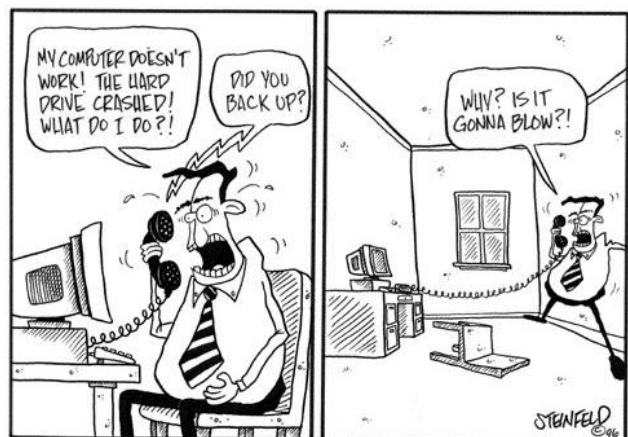
There are no storage limits.

very cost effective and packages start from as little as £15+vat per month.

We can help businesses, large or small, that are concerned about their data back up arrangements

So if you have a single laptop or 100s of PCs we want to speak to you.

To find out more call Richard Dawson on 0151 708 2615 or email us via our website for a free consultation !!



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We've had a revamp !!

To reflect the end of our eighth year in business and to mark the start of our ninth we've redesigned and revamped our image.

Our new logo reflects this and is centered around the concept of a target. We always based our services on customer needs not on

trying to sell you something you don't need. Our new logo reflects our mission to target our customer's internet needs.

If your business needs a image revamp gives us a call and we 'll see how we can help you.



Choice Online

Help us spend £2.9 Million !

You know that intelligent use of the Internet can help your business enormously.

The Government certainly do. They want Britain to be the leading country in the EU in the growing e-business market.

As part of this initiative, European funding is being made available via Business Link to selected businesses in the Greater Merseyside area. And that means you may qualify for a Grant that will save you 40% off the cost of Website Design, E-Commerce Development and Internet Marketing.

Choice Online Ltd is one of the leading internet development companies in the Northwest. Based right here in the region we achieved GME's 'Best Practice Supplier' status in 2005, Choice Online can help you make the most of this remarkable opportunity. Whether you're considering a Website for the first time or you feel your current site isn't living up to expectations, if you're a small to medium sized business, with under 250 employees and a turnover less than 50million Euros, we should be talking.

Choice Online has guided many clients through to success on the Internet . Not only will we help you take the web further, we'll take care of all the paperwork involved in your funding application and we won't begin work till that funding is actually in place.

£2.9 million worth of funding is available on a first come first served basis subject to completion by 30th September 08.

For the answers to all your questions, contact Richard Dawson on 0151 708 2615 or Email him.

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0151 708 2615**

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Bruschetta's Go Online

We are pleased to announce Bruschettas have become part of the growing family of businesses to go online with Choice Online.

Bruschettas Coffee Shop is based in Hunts Cross by Asda but offers much more than just coffee and sandwiches. They have a catering arm which caters to corporate

or individual customers for all their catering needs. The website allows users to browse all the menus and order online or by fax, whether they want a sandwich or a seafood spread.

If you need caterers for any occasion, or just want a butty ready when you get to the shop, go to:
www.bruschettas.co.uk



Featured Client: Ridgeway Park !

The Ridgeway Country Holiday Park is a family owned business with a variety of excellent holiday accommodation.

Located above Frodsham in Cheshire on the Sandstone Trail, it is the perfect get-away from the city or a great location for friends and family to stay whilst visiting you.

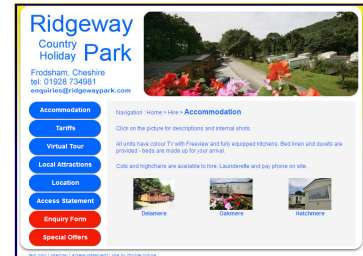
The Park is set in a really peaceful and secluded location down a very quiet country lane. For 2008, there is a selection of highly desirable lodges and caravans. All units have digital TV, fully equipped kitchens, bathrooms and free site-wide wireless internet access. Additionally there are a number of plots available for purchase and long term ownership.

The business was taken

over by Sue and David Meeks in 2000. In 2002, Choice Online took over the running of the website; last year the site was redesigned and updated. In 2005 Ridgeway Park also chose Choice Online as their broadband supplier.

Commenting on the relationship between the two businesses Richard Dawson of Choice Online said: "The Ridgeway was one of the earliest customers to sign up with us for website services. Their website has evolved in line with the changing needs of their business which is how we like it. We're very proud of the long term relationship we have developed between us."

Sue Meeks comments "When we were looking for a website partner we were



impressed with the way in which Choice Online understood our business need and didn't try to sell us things we didn't need or want. The website has become increasingly important to our business and this trend will continue in future years. Therefore having a reliable internet partner like Choice Online is important for the future growth of the business."

For more information go to www.ridgewaypark.co.uk

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What can we help you with next ?

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Liverpool
L1 0BG
t: 0151 22 0444
f: 0151 709 2605
E: sales@choiceonlineltd.co.uk



Whether you are looking to develop your first web site, enhance an existing site or bring control of your web site updates in-house, **Choice Online** can help. By looking at your marketing objectives, we will advise you on what is possible and most suitable for your business needs. In short, we will ensure that the Internet works for you. Our services include:

- website design
- eCommerce websites
- website content management systems
- intranets
- bespoke software solutions
- website and email hosting
- domain names
- search engine optimisation
- secure data backup
- broadband and connectivity

To find out how we can help you make or save money using the internet contact us for a free consultation on 0151 708 2615 or visit

www.choiceonlineltd.co.uk

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