



## Press Release

20<sup>th</sup> April 2010

### Choice Online and Clearer Thoughts

#### JOIN CAMPAIGN TO GET BRITISH BUSINESS ONLINE

Initiative designed to help North West SMEs create their first websites easily and for free.

**Choice Online and Clearer Thoughts** have partnered with **Google, Enterprise UK, the Department for Business Innovation and Skills, BT and e-skills UK** to support a joint initiative to get 100,000 UK businesses online.

Getting British Business Online (GBBO) will target the 1.5 million UK businesses that do not currently have a website, giving them the opportunity to create a free professional website and access to training and support. **Choice Online and Clearer Thoughts** are supporting the initiative by hosting a **Free Workshop on Thursday 20<sup>th</sup> May 2010** from 9:00 – 11:00 at Clearer Thoughts Training Facility at Bridle House in Netherton.

Commenting on their involvement with Getting British Business Online, Richard Dawson, Business Development Director at Choice Online said: 'We are delighted to be partnering with Clearer Thoughts, Google, BT and e-skills UK to help North West SMEs make the most of the opportunities available to them on the Internet.'

Tricia Clewett Director and joint owner at Clearer Thoughts said: 'We are pleased to have the opportunity to talk to more North West SMEs about the benefits that the Internet and enhanced IT skills can bring to their business.'

Businesses that sign up to Getting British Business Online will be given a **free .co.uk web address** that will be automatically registered in Google's search engine, and a **new wizard tool** that will not only allow them to create a website in 20 minutes but will also help them develop their business and marketing skills. **PayPal integration** allows businesses with a GBBO-powered website to turn their site into an ecommerce platform in just a few clicks. This means they can begin selling to customers and accepting payments quickly and securely via the web.

Commenting on the launch of Getting British Business Online, Matt Brittin, UK Managing Director, said: "Consumer behaviour is changing rapidly as people increasingly turn to the web to find information about local businesses and services. With over 40 million people in the UK now online there has never been a better time for small businesses to use the Internet, enabling them to reach new customers in new markets. We hope a free, easy-to create website will give small businesses the boost they need to get up and running."

Businesses can sign up for a free website now at [www.gbbo-northwest.co.uk](http://www.gbbo-northwest.co.uk)





#### Notes to editor:

For press enquiries, please contact: Richard Dawson at Choice Online on 0151 203 3422 and richard.dawson@choiceonlineltd.co.uk or Tricia Clewett on 0151 285 3656 or at tricia.clewett@clearerthoughts.co.uk.

#### About GBBO

GBBO is a joint initiative by Google, BIS, Enterprise UK, e-skills UK, BT and other business organisations to help SMEs create their first websites and help them understand the opportunities offered by the Internet. The campaign has set a target of helping 100,000 UK SMEs get their first websites easily and for free by the end of 2010. See [gbbo-northwest.co.uk](http://gbbo-northwest.co.uk) for further information.

#### About Choice Online

A long-established internet company based in Liverpool providing internet services to businesses across the North West of England.

Services include:

- Design Build and Maintenance of high performing websites from simple one page online brochures to sites taking credit card payment for goods and services.
- Internet Marketing
- Social Media Strategy
- Smartphone Applications (including iPhone apps)
- Business Broadband
- Website and Email Hosting
- Domain Names

For more information see our website [www.choiceonline.co.uk](http://www.choiceonline.co.uk)

#### About Clearer Thoughts

A training organisation, established in 2000, which helps clients develop their efficiency and productivity by ensuring their staff have the skills they need to work most effectively.

Starting from business objectives, training programmes are tailored to the precise needs of the business and the individuals involved by examining needs and current practice in the workplace.

Services include:

- Training needs analysis
- Bespoke training programmes
- IT – from absolute beginner to programmers
- Management – from first-line supervisors to coaching executives
- Personal Development – from Appraisals to Writing Skills.

We know that small businesses are vital to a successful economy: we believe they need a big business mentality to survive.

For more information see our website [www.clearerthoughts.co.uk](http://www.clearerthoughts.co.uk)

