

GROW YOUR WEB DESIGN BUSINESS

The Web design business is a tough industry to be in. There are thousands of companies competing for the same contracts and increasingly, customers are demanding more advanced sites for less money. How do you fulfil the brief, add value to your clients and make sure you increase your earning opportunity, without pricing yourself out of the market?

Stewart Farmer, of The Website Shop (www.The-Website-Shop.co.uk) shares his experience of how he has used Namesco's Designer Hosting Plans to increase revenues and margin, and give his clients a seamless one-stop shop solution.

Stewart's background is that of marketing consultant, but 5 years ago he started dabbling in web design doing simple sites for friends and close business colleagues. Once he realised the potential of his business he started promoting himself to mainly small businesses in his local area – Hastings East Sussex.

When the business was formed, The Website Shop was developing mainly static sites without any dynamic content or databases and told customers to source their own website hosting service. It soon became clear that there was an opportunity to take this on board and earn extra revenue, whilst also improving the service offered. Stewart decided to investigate the world of web hosting, with a view to finding a company to partner with and help his business grow.

"It didn't take me long to realise the potential for making money from hosting. I certainly didn't want to set myself up as a mini hosting company – my business plan was for my customers to use me as a solution to all of their website requirements."

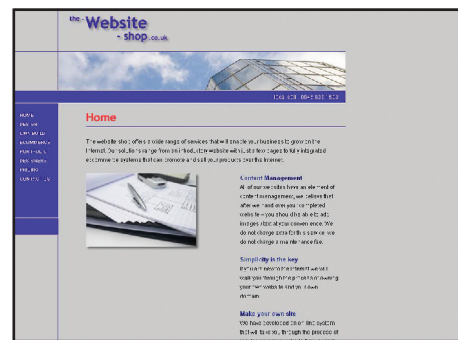
Choosing the right technology

Although the UK reseller hosting market is well established, Stewart found that many companies offered either Linux or Windows accounts, but found it more difficult to find a reliable established provider who could provide a single account to manage multiple domains on both operating systems. As The Website Shop works with many diverse businesses and individuals, this was a critical point that would allow them to offer the widest range of technologies to clients.

Namesco's Designer Plan allowed The Website Shop to host and manage domains on both Linux and Windows technology from a single online Control Panel. The Website Shop also has access to the very latest hosting technology including ASP.Net 2.0, PHP5, Microsoft SQL 2005 and MySQL 5, to name a few. Having access to such an array of technology allows The Website Shop to be completely flexible when pitching for client work and make the most efficient choices when it comes to creating the site code.

Managing costs & Generating revenue

An obvious advantage of managing hosting on behalf of clients is that the business now has a sustainable ongoing yearly income that previously would not have been generated. Stewart also found that many providers charged extra for essential tools such as scripting languages, databases and visitor statistics, all of which form a key element of most client jobs. Namesco's Designer Plans are fully featured as standard, with no hidden extras, which allows him



to keep a careful control on overheads month on month and easily portion costs to client jobs.

Building a brand & Winning Business

To cut down on administration and improve the perception of the service, The Website Shop is able to offer their clients a control panel interface that allows them to fulfil basic tasks such as changing passwords and adding email addresses. To improve their profile and ensure that customers were kept in contact with their brand, The Website Shop decided to use Namesco's optional branding service, which allowed them to put their own logo and colour scheme on the control panel and webmail interfaces. Having a branded online control panel helps The Website Shop to win new business, adding momentum to client meetings and allowing Stewart to create email and hosting accounts before the client's very eyes. As a marketing tool, the branding option has been extremely effective, in fact many of Stewart's customers refer to their email as "The Website Shop's Webmail."

“Over the last year my web design business has grown, this is mainly due to hard work, good websites, attractive prices and my Namesco Designer Plan.” Stewart Famer, Managing Director of The Website Shop.



The Website Shop is able to offer its customers a fully branded control panel and Webmail interface using Namesco's branding option.

Adding Value

In addition to fulfilling client's web design and hosting requirements, The Website Shop is able to Namesco services such as Broadband, and earn up to £30 commission per connection. In addition, they can also register a huge selection of Domain Names for their clients, helping them to protect their online brands and trademarks, whilst providing yet another revenue opportunity for The Website Shop.

Reliability & Support

Namesco's systems are extremely reliable, however, there are inevitable problems that arise from time to time, as you would expect from any technology service. Running a business, where you are reselling services to clients, leaves you reliant on how your provider deals with any problems that arise. Stewart comments "Whenever a problem or query has arisen, Namesco has dealt with it with professionalism and courteousness, always succeeding to correct or help me with any issue no matter how large or small. I have always felt like a valued customer."

Building a partnership

By using Namesco's Designer Plan The Website Shop has managed to build a successful and profitable web design business, providing clients with a fully integrated one stop solution for their website and ecommerce needs. Stewart summarised the relationship by saying: "Over the last year my web design business has grown, this is mainly due to hard work, good websites, attractive prices and my Namesco Designer Plan."

The Website Shop has now launched a complete content management system which allows anyone to use a web based system for creating their own custom website. This package is already proving to be very profitable, due to the fact that The Website Shop is able to arrange their own hosting through Namesco.

A World Apart

Having just celebrated a decade in business, Namesco has a wealth of experience providing Hosting, Domain Registration, Email and Broadband services to Businesses and Consumers in the UK and abroad. Through carefully managed organic growth and strategic acquisitions, Namesco has grown, from small beginnings, to a company that provides services to over 160,000 users. Namesco's reputation has been founded on reliability, service excellence and value for money, which is underlined by the many awards and accolades they have won.

The perfect solution

Namesco's Designer Plans provide the ideal platform for Web Designers and Resellers to host and manage multiple websites on the very latest and comprehensive server technology, without the uncertainty of hidden costs. With a Namesco Designer Plan, your business will be backed by world class UK based support and a state of the art network infrastructure.

Namesco's Designer+ account is the ultimate solution for Web Designers and Resellers .

Key Features:

- Host unlimited Domains
- Unlimited Web Space
- FREE Setup
- Unlimited Email Addresses
- 50 MySQL Databases
- 50 MS SQL Databases
- ASP.NET 2.0
- PHP 5.0
- FrontPage 2002/2003
- Shared SSL
- Visitor Statistics
- Plus much more



Visit www.namesco.co.uk for information or call us on

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