

## Why you need a web presence

According to the World Internet Project New Zealand:

- § 86% of new Zealanders use the internet with 59% doing so daily
- § 80% of people search online before buying a product or service and 72% of people make purchases online
- § 69% of people rate the internet as a more important source of information than TV, newspapers or radio

According to the October 2014 MYOB Business Monitor, only 53% of kiwi businesses have a website, therefore by getting one you'll already have an advantage over a number of your competitors.... It has been established that businesses that have a website consistently outperform businesses that do not.

Build your own website for free - in 15 minutes

The internet can provide your business access to new customers and resources while allowing you to operate more efficiently and communicate better with customers.

MYOB and Westpac have recently collaborated and developed a free website building service so that every kiwi business can go online and reap the rewards. Introducing **MYOB Atlas** - it's now easy to get a web presence.

**The nitty-gritty:** MYOB Atlas is free for the first 12 months. In year two you have the option of renewal at \$5 - \$30\* per month, depending on the chosen plan. If you claimed your free .co.nz domain name you'll need to renew this also. This pricing is super-competitive - you'd be hard pressed to find a similar offer.  
\*pricing subject to change.

MYOB Atlas takes the hassle, time and cost out of creating a website and you'll be carefully guided through the process.

**You'll get:** A personalised domain name, up to 25 email addresses and a website with multiple layout and colour options to reflect your business branding - complete with Google tools to help you be found, e-commerce functionality to get you selling online, the ability to accept invoice payments online and mobile optimization so clients can easily find you from their smart phones.

**It's easy to create your unique website:** choose from a range of theme layouts to add your logo or banner to. MYOB Atlas's gallery feature allows you to showcase your products, services or portfolio of work. Manage image descriptions, sort them into categories and display your favourite gallery items on your homepage.

**The News feature** keeps your website fresh by allowing you to link tweets and posts from your social network sites. Tell your contacts about your website by linking it directly to your LinkedIn profile or your Facebook business page and give multiple entry points to your site.

**Use the subscription form** to gather contact details from your visitors, so you can keep them updated with newsletters.



You don't even have to be a Westpac or MYOB customer to take up the offer. Any kiwi business can now be found, tell their story and sell products or services online.

The MYOB Atlas website builder is perfect for business owners with limited time, knowledge or resources. It makes it incredibly simple to build and maintain a clean, modern website.

Visit [www.GetOnline.co.nz](http://www.GetOnline.co.nz) to get a professional online presence today. The terms and conditions clearly outline how great this offer is.

MYOB Atlas have effectively dissolved the barriers between you and having a website. It's time to be there when customers come looking for you online.