

# Creative 33

CREATIVE WEBSITES AND DESIGNS

What does your office look like?

OPERATE YOUR BUSINESS ANYWHERE ..ANYTIME..  
FIND OUT HOW YOUR WEBSITE CAN DELIVER THE FREEDOM  
YOU ARE DREAMING OF





ARE YOU GETTING THE BEST?

# YOUR WEBSITE SHOULD BE ALL ABOUT YOU!

Great quality websites are an essential asset to your business.

But with a market flooded with cheap "do it yourself whip ups", business owners are getting a raw deal on a quality website that can genuinely deliver customers and clients.

Your website should be all about YOU! It is an essential aspect of your brand that delivers the "POP" in a crowded marketplace. YOU are going to stand out.

Research has shown that 81% of possible clients research a product before making any contact with the business. So guess where they take a look at first? YOUR WEBSITE.

At Creative 33 we aim to create a website so that your potential clients and customers see your business just as we do .. AWESOME!

# ESSENTIALS

## GROWING YOUR WEBSITE

For the optimum performance of your website there are 6 features and plugins that are a essential.

### 1

#### SSL SECURITY

Since Google Chrome introduced preferential searches for websites with higher security credentials; the security certificate for your website is not a "maybe", but an essential.

### 2

#### WORDPRESS

Wordpress now dominates the market place for open source software to build your amazing website on. Trust is everything!

### 3

#### X- THEME

With the capacity to take on any design that you need, the X Theme is a trend setter that is another market leader. "Don't leave home without it".

### 4

#### YOAST SEO

Search Engine Optimisation of your website allows the Google algorithms to find your business in a busy global marketplace. You need to be "seen".

### 5

#### W3 CACHE

The load speed of your website will often determine the "bounce"rate of visitors. We are an impatient society and speed matters.

### 6

#### BACKUPS

Your website needs to be frequently backed up so that in the event of malware or hacking you can be back up and running again quickly.







### ASK YOURSELF ...

**WHAT IS MY BUSINESS SUCCESS WORTH TO ME?**

Your website is an essential asset in your business marketing strategy. You can have the best product in your niche, but if you don't have a sound marketing platform then you may as well be invisible.

A business website is a marketing springboard because it is a powerful and instant way of developing brand recognition through design and marketing psychology. Clients come to connect with you through the emotional influence of colours, fonts, linguistically powerful content and reactive imagery. Websites are not a "one size fits all" approach. In fact it is the exact opposite. Your ability to be unique and stand out in a crowded global marketplace will become your greatest asset.

**CAN MY WEBSITE GROW WITH MY BUSINESS?**

Too often business owners start out with a simple basic website to save money. However, when it comes time to add the extra features needed to run your business ... such as an online store, booking feature, online course or expanded content delivery .... you soon realise your website did not grow with you.

## BEAUTIFUL Designs, POWERFUL Features and the FREEDOM to CREATE anything you want.

You are then forced to spend that extra money that could have been invested at the start up phase

**IS MY WEBSITE AN ASSET OR AN EYESORE?**

Your website may be the first interaction your client or customer has with your business. There is the old saying "never judge a book by its cover" ... well in the real world we all know that's exactly what we do . First impressions are powerful.

If your website isn't packing a powerful first impression then your marketing asset isn't doing what you need of it.

80% of people who visit your website will bounce off without taking any action if your website isn't compelling enough to influence buyer behaviour.

# CUSTOMERS ARE YOUR GREATEST MARKETING ASSET

SO LETS SEE WHAT THEY SAY ABOUT US..



SAMANTHA WARD

[www.obstetricsonography.com.au](http://www.obstetricsonography.com.au)

"For many years I had a dream to create an online resource for students of obstetric sonography. I had the knowledge and content to make this happen, but no idea how to transform my ideas into a website. Then I met Deb! Deb had faith in not only my idea, but also that she could turn it into reality ... and she did!

I can honestly say it could not have happened without Deb. Her enthusiasm, dedication and unfailing belief that anything is possible are the qualities that set her aside and make me so grateful that I chose Creative 33 to design my website"



PETER KENYON

W.A. SENIOR OF THE YEAR 2017

[www.bankofideas.com.au](http://www.bankofideas.com.au)

[www.abcdelarningsites.com.au](http://www.abcdelarningsites.com.au)

[www.abcdfestivalgoa.com](http://www.abcdfestivalgoa.com)

"We are so grateful for Deb's help in revamping our brand and website for our business. Considering the unique nature of our business, she managed to design for us a logo and website that suited us perfectly. Deb has an eye for design and I am proud to recommend her to any business looking for a website."

EMILY LYONS

CORE CIDER HOUSE

[www.corecider.com.au](http://www.corecider.com.au)

[www.corecider.com.au/co](http://www.corecider.com.au/co)

[www.waciderfestival.com.au](http://www.waciderfestival.com.au)

"Deb has been instrumental in helping design, implement and continually update a successful web presence for CORE Cider. She is very professional and a pleasure to work with. I would highly recommend her and Creative 33."







FROM  
LITTLE  
THINGS BIG  
THINGS  
GROW

At Creative 33 we are committed to providing your business with a superior quality of service that the big companies just can't deliver.

Our commitment to you is the guaranteed delivery of a website, that not only suits your business needs, but truly reflects the personality and uniqueness of your business.

Freedom is a powerful vision for any website to deliver. But we now live in the era of technological achievements that are unparalleled in our history. Digital information is our present and our future. Unlimited by time and space, digital information is available 24/7. This is the chance for your business to ride the wave of opportunities that have never been available before. So yes .... FREEDOM is a vision that is achievable with your new website ...

The only question you need to ask is:  
ARE YOU READY TO RIDE THE WAVE ?