

# BT Business Launches Online Starter Kit



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BT Business has launched the Online Starter Kit, a service designed to help small businesses promote themselves online, offering a professionally-built web site and profile in the BT business networking community for £199 including 12 months of web hosting\*.

**Online Starter**

Get a professional hassle-free online presence

- We build your website, email and BT Tradespace
- Includes domain name and logo design
- No website knowledge required

£199.00<sup>1</sup> (ex VAT) [Buy now](#)

Domain name and logo design included!

The graphic features a computer monitor on the right with a blue screen displaying the text 'Domain name and logo design included!'. To the left of the monitor, the text 'Online Starter' is written in a green font. Below this, the headline 'Get a professional hassle-free online presence' is followed by a bulleted list of features. At the bottom left, the price '£199.00<sup>1</sup> (ex VAT)' is shown next to a pink 'Buy now' button.

For the first time [BT Business](#) has brought together all of the essential ingredients for creating an online presence into one low cost bundle. For businesses looking to combine this with their broadband commitment, the [Online Starter Kit](#) is also available at just £5 per month with BT Business Total Broadband Option 3.

The bundle includes a web site design consultation and professional web site build, logo design, advice around web site copy and keywords, [web hosting](#), domain based webmail and a [BT](#)

[Tradespace](#) profile - all designed to work together to boost a business presence on search engines such as Google.

One in five small businesses don't have their own web site, despite £78 billion - 25% of UK retail spend - in this year projected to come from online sales. According to BT Business research the vast majority that do are also not getting the most out of their websites or using them effectively to attract customers. Just one in over 3,000 web sites use keywords in the content they post on their sites, despite the use of keywords increasing the chances of search engines picking up web pages. 42% have websites with bad pages containing broken or invalid links\*\*.

"Every business needs an effective online presence that works well with search engines, but this can sometimes be a daunting step for start-ups," said Jerry Thompson, Director Business Products and Online. "By bringing everything together in one low-cost bundle BT is helping small businesses take the vital steps to getting online hassle-free. 20% of small businesses now also use social networking sites to win new business, so getting your company web site to work more effectively with [social business networks](#) such as BT Tradespace is becoming more and more important."

BT Tradespace is a dynamic online community for sales and marketing and offers a comprehensive directory of small business products and services. It allows members to use the latest social media tools - podcasts, videos and blogs - to promote themselves, engage with customers, partners and suppliers and sell goods to consumers over a secure and safe trading platform.

-ends-

Notes to editors:

\* Based on 12mths contract. The Online Starter bundle costs £199 ex VAT. This comprises monthly costs of £5 per month ex VAT for a web hosting service plus a one-off cost of £139.

\*\* Conclusion of an investigation of 70,000 websites released by BT Business in March 09.

## **About**

## **BTTradespace.com**

BTTradespace.com is a 350,000-member online community, which enables businesses to sell products and services and connect effectively with other people - in order to build business and customer

relationships. BT Tradespace provides social networking for businesses and free website set-up.

**About**

**BT**

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to our customers for use at home, at work and on the move; broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

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