

# BT Business Cuts The Price Of Web Hosting



Released on: July 22, 2009, 8:38 am

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Industry: [Internet & Online](#)

BT Business has announced a major price cut to its web hosting Starter Pack to encourage small businesses to get online.

A promotional graphic for BT Web Hosting. On the left, the text 'BT Web Hosting' is in a large, green, sans-serif font. Below it, in a smaller black font, is 'Get online with your own website for just £2.99 per month\*'. Underneath this is a bulleted list of features: '• Inclusive domain names', '• Easily build your own website', and '• UK based, technical support'. To the right of the text is a laptop displaying a colorful website. Above the laptop is a pink circular badge with the text 'Online exclusive' in white.

The cost of a 5GB [web hosting](#) package with BT Business has been reduced by 40 per cent to an exclusive online price of £2.99\* per month, including a host of extra business tools to help small businesses promote themselves with a professional and secure web presence.

With enough web space to create hundreds of pages, a professional business [domain name](#) and business email for up to 10 accounts, the price cut makes the BT Business Starter Pack one of the most high value [web hosting packages](#) specifically designed for small businesses in the UK offering 24/7 support.

One in five small businesses don't have their own web site, despite 25 per cent -£78 billion - 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.

Helen Costello, founder of Aardvark Cakes in St Helens, Merseyside, has been a BT web hosting Starter Pack customer for three years. The mother-of-two, who works from home, said: "My business is my website and it is important for me that it is easy for customers to find what they are looking for and place orders. Having a trustworthy [web hosting provider](#) is vital to me as the site is an indispensable tool of my trade. In the past 12 months, trade has really escalated, showing just how important it is for a small business to have an online presence in this day and age."

"Having a professional web site presence could mean the difference between winning and losing customers in the current climate," said Jerry Thompson, director online, [BT Business](#). "We are listening to small businesses that are citing overall cost, ease of use and 24/7 support amongst their top considerations when getting online. By offering a complete range of high value digital marketing services we want to ensure that small businesses can compete as effectively as bigger companies and can grow their online presence with them."

The BT Business Starter Pack is available immediately. Additional features include free web site building software with 400 templates to get businesses started on creating their own web site without the need for technical expertise.

Notes to Editors:

\*Pricing on a 12 months contract. Price reverts to £5 after first 12 months. Terms and Conditions apply

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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.

In the year ended 31 March 2009, BT Group's revenue was £21,390 million.

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.

Enquiries about this news release should be made to the BT Group Newsroom on its 24-hour number: 020 7356 5369. From outside the UK dial + 44 20 7356 5369.

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