

Outsourcing Web Development

Why outsource web site design / email and hosting?

Many companies find themselves in a position to gain a valuable additional revenue stream by offering web services to their clients.

Many companies have gone down the route of attempting to do this “in-house” by utilising existing staff or hiring new staff and creating a department to handle this. We have partnered with a lot of companies that have tried the “in-house” route and found that it has serious flaws.

Building websites, fixing email problems, handling technical support issues, transferring and registering domains all require technical staff with lots of training and experience – you want to go about your regular business – the business you KNOW – and let someone else handle the technical side of the business. What you WANT is a valuable additional revenue stream for very little additional effort.

SiteWizard have over 10,000 existing clients, many of whom come from our existing partnerships with businesses which are not traditionally thought of as web site design companies.

After experimenting with pure outsourcing we quickly found that the company we were offering services to could not cope with the customer contact. Building a website or setting up hosting requires a lot of hand-holding, technical support and human interaction.

We’ve been in business since 1996 (a long time in internet terms) and have offered an outsourcing of web development for two years through our Partnership Program.

With SiteWizard as your web business partner your clients gain access to affordable, high quality internet services including web design and eCommerce solutions.

Your clients will get a discount on all our (already low) prices, which is an immediate business benefit and sales feature for your existing product or service.

YOU will get an ongoing additional revenue stream from whatever the client purchases from SiteWizard.

i.e. Sign up for our Small Business Accounts Course and get 25% off a SiteWizard website for your business!

The reason for this discount is two fold.

1. You get an immediate sales benefit to your existing product or service.
2. Your client is forced to use a unique “discount code” when buying services from us, which will identify them as your client – even if they don’t mention your company name.

Working in partnership with SiteWizard for your web services is far more effective than trying to operate as a middle man, and outsource the web design as though you were doing it in house. We've tried both solutions and found that the level of interaction with clients required to give them a good level of customer service is too high to be passed via a middle man.

With the SiteWizard Partnership Program you get a unique code which will identify clients as yours. Your clients get an immediate discount by quoting the code. You get an initial percentage of the sign-up costs, plus an ongoing revenue stream from the clients Monthly Direct Debit with us.

Within a few days you can easily add any of our services to YOUR list of services and start making valuable additional revenue.

Joint Mailing Campaigns

We also offer joint mailing campaigns. If you have a lot of existing clients you would like to get in touch with (perhaps sending a yearly renewal – or looking for additional work etc.) we would split the cost of the mailing campaign to insert additional advertising for SiteWizard. Again your discount code would be used, and any business generated would also generate revenue for your business.

Mail outs in invoices

Many of our partners simply add a leaflet into every customers invoice. The post is being sent anyway, so why not add a leaflet which could potentially earn you a lifetime revenue from that client – year after year!

Many types of business can benefit from partnering with SiteWizard. A few of the business types we are already successfully partnered with:

Accountants
Bank Managers
Chambers of Commerce
Printers
Company Formation Agents
Online Directories

Anybody dealing with small to medium businesses can benefit by partnering with SiteWizard.

Contact Joanna Bright on 08450 60 88 60 to ask for more details.