

# Website Elves

"Affordable websites that don't look cheap!"

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June 2009

Website Elves are taking a break!

We will be away from our email and websites from the 19th to the 30th of June taking a well earned break.

In the unlikely event that you experience any urgent website performance issues during this period, please call Martin on 021 995 164.

Thank you.



## Chatterings from The Elves

### Website Elves receives a facelift!

Our original quirky website has served us well.

But it was time to update our site to a new, more modern look.

This nudged us into tweaking our content - something that should be done regularly anyway, new look or not.

So what is new?

Well for one thing, we decided to merge the "What we've done" and "What they said" pages together to form our new web gallery. This ties in our customers' comments to the thumbnail of their website, which seemed the logical thing to do.

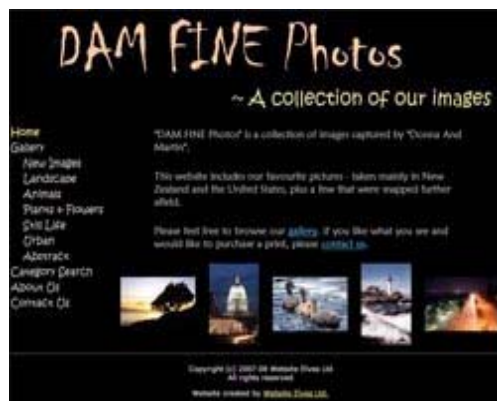
Plus, we have a few new features yet to come;

including the uploading of our newsletters which we hope will become a regular feature.

We hope you like our new look!



## DAM Fine Photos



Did you know that The Elves dabble in photography in their spare time?

This website showcases our favourite photos which are available for sale on Trade Me. At the risk of "peddling our wares", feel free to take a look! [www.dfphotos.co.nz](http://www.dfphotos.co.nz)

# Introducing Duplex Template Website Design

In some corners of the world, and indeed here in NZ, there is a belief that there is a recession going on. There may be areas where there is concrete evidence of this, and yet in some markets, you wouldn't know that things are not as good as they used to be! Debate surrounds how much longer we have to 'weather the storm' until things start to get better. For many, it is a case of 'battening down the hatches' until the worst of it is over.

With regards to websites for businesses, the old adage of "what comes first, the chicken or the egg?" comes to mind. Some small businesses may think that they can not afford a website - however we challenge that train of thought with our belief that they can not afford not to have one!

If a business in competition with them can be found online and



they can't, then they are already on the back foot. How can one truly compete when they are not on the same playing field?

Website Elves Limited already

offer affordable websites that don't look cheap! But to ensure that those who are on an extremely tight budget don't miss out on having an internet presence, we have recently launched an alternative: Duplex.

Duplex offers Template Website Design, with a difference! The difference is that we will construct the website using the chosen template. (The majority of template websites are DIY). For those businesses who don't yet have the resources for an individually designed website, Duplex is the perfect solution, especially as an interim measure! We strongly believe that it is vital to have an internet presence - it is where it is at!

If you know of anyone who is contemplating a website, (especially if they are on a tight budget), please feel free to refer them to Duplex. Check out the first of our template designs at [www.duplex.co.nz](http://www.duplex.co.nz).

## Online Back Up Service

Don't rely on backup systems that are prone to failure. One mistake could cost you and your business thousands of dollars. With DAMAJ, you will never have to worry about the safety of your data again!

Our experienced consultants will install your backup software and assist you in scheduling your backups. After the initial setup your backups will run automatically without you having to do a thing!

[www.damaj.co.nz](http://www.damaj.co.nz)

*If you lost  
all of your  
vital business  
data  
tomorrow...  
would you  
still be able  
to run your  
business ?*

# Special Thanks

The Elves would like to thank our two very first customers who we have featured below. We had to start somewhere, and it was a pleasure starting with them.

[www.jscs.co.nz](http://www.jscs.co.nz)

Jeanette Scott

JS Consulting Services is an MYOB Approved Partner and we were thrilled for Jeanette to be our first ever customer. Jeanette had been thinking about getting a website to support her business, and we happened to be planning the launch of Website Elves and needed a commercial example of our work. It was a match made in heaven! Thank you Jeanette for trusting your new website to us. We really appreciate being given the chance to get it all started with you.



[www.fitness4all.co.nz](http://www.fitness4all.co.nz)

Tom Blackhall

Tom is a registered Personal Trainer who already had a website, but he knew that it was not doing him any justice. It was not suitably reflecting his business or his personality, so he was keen to upgrade to a more professional website for Fitness 4 All. Website Elves came to the rescue with a website design that was themed to match existing marketing material. Thanks Tom for allowing us to upgrade your website.

## Giving back to the community

You may not realise that Website Elves has made a commitment to "Give back to the community"? We want to help make a difference !

Not for profit organisations need to have a website presence in order to benefit from the exposure the internet offers. This additional exposure assists with community awareness, which in turn increases the chance of receiving monetary donations and offers of help from volunteers.

Website Elves recognises that not every charitable organisation has the resources available to design a website for their recipients' use.

We have on offer, each financial year, one free website (with 12 months free hosting thrown in! ) to a 100% not for profit organisation. Contact us for further information.

*Do you know  
of a 100%  
not for  
profit  
organisation  
that needs a  
website?  
Nominate  
them now!*

Have a question?

We would like to help!  
Please, do not hesitate  
to contact us!

P O Box 21778

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Ph 021 995 164

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[www.websiteelves.co.nz](http://www.websiteelves.co.nz)



Website Elves can help you and your  
business in many ways!

Our core focus is website design and  
matching business cards, however we are  
also able to assist you with additional  
services such as:

- Website Hosting
- Domain Name Registration
- Search Engine Optimisation
- Email account configuration
- Set up of website statistic tracking
- Copy writing
- Photo conversion for the web

Contact us today!

## Our Most Recent Websites

### Keepsake Bouquets



#### Silk

Here is a small selection of what I can do for your special day. These are all pictures of silk bouquets. They are perfect for formal events, weddings or anniversary celebrations. You can purchase them in advance and they are also great for those on a smaller budget. Plus they won't wilt on the day and you can keep them for sentimental value.

I am happy to answer any questions, which you can see on the [website](http://www.keepsakebouquets.co.nz). Love to hear from you!



Phone: 0499 408 6022 | Call: 0423 924 9222 | Email: [amy@keepsakebouquets.co.nz](mailto:amy@keepsakebouquets.co.nz)

Amy creates gorgeous  
floral arrangements that  
are perfect for weddings!

Take a look at her silk, flax,  
and fresh bouquets; hair  
accessories and container  
arrangements for gifts or  
home décor.

[www.keepsakebouquets.co.nz](http://www.keepsakebouquets.co.nz)

### Chand Indian Restaurant

This popular restaurant is  
in both Rothesay Bay and  
Torbay. Fully licensed,  
they are open from 5pm  
daily offering a wide range  
of authentic, value for  
money Indian dishes. Dine  
in or takeaway, you won't  
be disappointed.

[www.chandindianrestaurant.co.nz](http://www.chandindianrestaurant.co.nz)



### Maral Kebabs

Maral offers a wide range of  
takeaway kebabs, pizzas and  
pasta, with vegetarian speci-  
alities. They are healthy,  
affordable and scrumptious!



Make sure you try their gar-  
lic pizza bread! Located on  
the Te Atatu Peninsula, only  
a short distance from the  
motorway exit.

[www.maralkebabs.co.nz](http://www.maralkebabs.co.nz)