

Website Elves

"Affordable websites that don't look cheap!"

Volume 1, Issue 2
September 2009

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But wait there's more!

As mentioned in our last newsletter, we were planning a few additional website changes as time went by.

One of these additions is the uploading of our newsletters to our website. The most current newsletter will be featured on the home page, and the archived newsletters are also available to view, via the News Page.

Speaking of news..... We now have a complete section dedicated to news and information from The Elves! After much consideration, we decided to

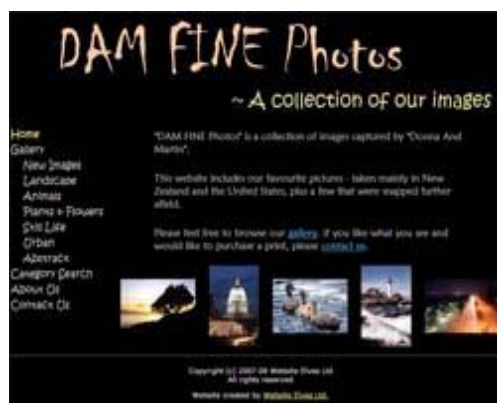
utilize a blog programme in order to enable two way communication. Blogs also enable the entries to be filed in a logical and easy to find way.

Feel free to follow our News Blog to see more regularly what is going on in the world of Website Elves!

Are you going away ??

If you receive large emails on a regular basis and you are planning to be away from your computer for a long period of time, let us know! We can temporarily increase the size of your mailbox to cover your period of absence so that you don't miss any of your important emails.

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

Free Advertising Websites

Are you utilising the plethora of free online advertising available?

If you Google your business name, do you find that numerous links to your business details appear on NZ pages? If the answer is no, then maybe it is time for you to do some online research?

Some NZ online directory sites are completely free, others have a variety of options for paid listings available. Let's look at the free ones for now.

Most of us have heard of Finda. This is certainly a very good place to start as they offer great search results. Let's also look at some others that you may not be aware of?

To find the online directories that best suit your business, first of all set aside a few hours to conduct your research, then perform a Google search for NZ online directories, search engines and similar.

Take a look through the results to see which websites fit with your business.

Some online directories are very broad and general with lots of different sub categories for ease of searching.

Other directories are very specific, and are focused on a particular industry, e.g. tourism, cafes and restaurants, tradesmen etc.

Remember that just because you have found an online directory, it does not necessarily mean that you should register your details. Take a look at the type of businesses included and the overall look of the website itself.

Does it fit with your business? Does it look professional? Are your competitors listed? Who else is advertising on the pages? Do you want your business to be associated with those ads?

You could also do a test to see how well their SEO performs. Find a company that is listed, then Google search the company name. If the directory site does not return their listing, chances are that they are not one of the top directory sites.

Having said that, as long as you are comfortable with being included on that site, then what have you got to lose? Your listing could be found online by potential customers in other ways. So.... get hunting, get going, and get free advertising!

Some of our personal favourites are Wises, Hot-frog, Zoomin, Happy Sheep, NZS.com, and finditonline.

Online Back Up Service

DAMAJ LTD

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Online Backup Service

DAMAJ LTD are proud to introduce our online backup service. The provision of these services is in partnership with [DataSaver NZ Ltd](#).

We believe that ONLINE automated backup scheduling is the way of the future with benefits far greater than it's less than adequate "manual" backup systems.

Forget about manual backups everyday. Tap drive and disk and now a thing of the past. DON'T rely on backup systems that are prone to failure. One mistake could cost you and your business thousands of dollars.

With our highly automated online backup service your data will be secure in a reliable, off-site location. 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!

Cost of Service

The backup service has a two tiered cost structure:

- A service fee for each computer or server that the backup software is installed on.
- A monthly data charge based on the backup plan you have chosen.

Your combined backup size is calculated across all workstations you choose to backup.

Our backup software uses an advanced compression algorithm that will maximize your data storage, while the efficiency of the compression varies according to the actual data being backed up. It is not uncommon for the backup to achieve a compression of greater than 70% of the original file sizes.

Free Schedule

Prices Effective 1 Nov 2008

License Fees	
Desktop	\$29.00 / mth
Server	\$49.00 / mth
Advanced Server	\$89.00 / mth

*Prices exclude GST

Data Plans	
Data 5 GB	\$12.00 / mth
Data 10 GB	\$24.00 / mth
Data 15 GB	\$36.00 / mth
Data 20 GB	\$48.00 / mth
Data 40 GB	\$96.00 / mth
Data 60 GB	\$138.00 / mth

*Prices exclude GST

Partners

[JS Consulting Services](#)

[Website Elves](#)

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Website designed by Website Elves Ltd

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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

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

Big Sella Auction for the "Big Night In"

Although Website Elves Limited has already made a commitment to Give Back to the Community, we decided that being a part of the "Big Night In" Telethon 09 was too great an opportunity to pass up!

In August, we donated a website (with 1 years hosting) to be auctioned in the Big Sella Auction. It was very exciting watching the auction progress during the Telethon, and we were very pleased with the end result of \$455!

Congratulations to Chris from Frontier Finance in Christchurch who won the auction for a Professionally Designed Website.

Chris was keen to have his website up and running as soon as possible, so after hours of hard work by both parties, www.frontierfinance.co.nz is now live! Thanks Chris, for helping us to support Telethon 09.

Google Adwords

Want a better chance at being found online? Have you heard about Google Adwords?

The sponsored links on the google search result pages are compiled by business owners like you and us. All you need to do is choose your budget and the keywords that you want to be found under, join the programme and then monitor the results. Spend as much as you like, as often as you like. Suspend the advertising if need be, then start up again later. The control is all yours.

Go to www.adwords.google.com to find out more information. The step by step instructions are easy to follow, and the results are clearly visible for review. If you don't already have a Google account, sign up and get started!

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

Henderson

Waitakere 0650

Ph 021 995 164

elves@websiteelves.co.nz

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

Henderson RSA

Our local RSA needed their
website upgraded.
In the heart of Henderson,
the RSA offers a great en-
tertainment line up, and the
Red Poppy Restaurant is
open for lunch & dinner.



Not a member? Guests
are welcome and member-
ship is affordable.

www.hsnrsa.co.nz

Frontier Finance

Chris at Frontier Finance
provides quick personal
loans for just about
anything....
a personal loan to repay
your credit card, a holiday
or for a special occasion.
Visit his site to see how he
can help you find your way
through the maze.



www.frontierfinance.co.nz

Waitakere Health Link



Waitakere Health Link is a
community driven organisa-
tion committed to improving
health in Waitakere City.
This is done by promoting
community participation in
health care decision making
and fostering collaborative
relationships between health
care providers and the Wai-
takere community.

www.waitakerehealthlink.co.nz