

BaulkhamHills.com



From 2004 to 2006, the number of total household, business and government Internet connections in Australia increased from 4 611 000 to 5 945 000 (an increase of 29 per cent)*.

BaulkhamHills.com has now released its premier **Business and Community website** for the 'Hills' district. The website provides local information and content to sporting, community and charitable associations in the area. Inclusion into the Community Directory is free.

BaulkhamHills.com online Business directory provides the perfect vehicle for local businesses to be found on the Internet. Whether the business has an established and active website or not, business owners can take advantage of the fact that any participating business will be found in BaulkhamHills.com quickly and easily. Local businesses have a greater chance of being found online.

Most businesses now include an **Online Marketing Strategy** as part of their future budgeting. Businesses in the past were only able to advertise through traditional media but now the Internet has opened new advertising opportunities in a Local and Global arena. In the age of the Internet, businesses are searching for affordable websites that can drive customers (*traffic*) to their website or business.

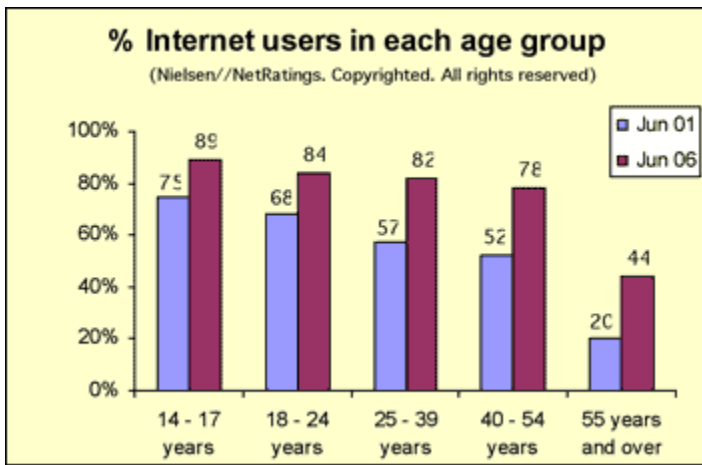
The ability to **advertise online** and the affordable nature of advertising online allows any small business enterprise the opportunity to compete with much larger organisations thus creating a more competitive and level playing field.

When analysing your **Online Marketing strategy** with Business Directories ask yourself -

1. Does the website I am considering appear in leading search engines?
2. What search string is needed to be found on the front page of these search engines?
3. Does the website target a specific demographic for your business?
4. Is the subscription affordable?
5. Will my business get more exposure locally?
6. Have I heard anything detrimental about the website or business?
7. Am I competing with businesses/advertisers in a 'free list'?

Most **Online Business Directories** include a 'free list' of advertisers and boast thousands of listings on their directory. Many of these businesses do not know they are there, many others not operating at all. The Advertise Online network of websites consists of consenting and subscribed advertisers. This reduces the amount of competitors and increases opportunity and exposure to our valued advertisers.

BaulkhamHills.com is already featured on the front pages of leading search engines (*e.g. Google.com & Yahoo.com*). This is arguably the best position available on the Internet and provides the best exposure to online businesses looking to increase traffic to their business / website.



In June 2006, 70 per cent of all Australians aged 14 years and over had used the Internet, compared to 54 per cent in September 2001. Internet usage is increasing in all age groups, with the rate of participation by older Australians in particular gaining ground on the level of participation by younger age groups. Use of the Internet is most popular among younger age groups. However, the 55 year and over age group recorded the largest increase in Internet users since June 2001 (120 per cent increase). The remaining age groups all show strong percentages of Internet use, ranging

from 89 per cent of persons in the 14–17 years group, to 78 per cent for the 40–54 years group*.

The **Total Investment** in the BaulkhamHills.com business directory is \$299.00 including set-up and GST for 12 months. Advertisers display their full colour logo, a description of the business and full contact details on BaulkhamHills.com. As an introductory offer, new businesses will be displayed on the front page of the web site free of charge for 30 days. A 10% discount apply when listing on 3 or more business directories in our network. Additional advertising including featured listings etc. is extra.

Sponsorships and advertising received from local businesses appearing on BaulkhamHills.com assist with the ongoing maintenance of its Local Community Directory. The **'Sponsors Page'** on BaulkhamHills.com acknowledges and identifies these local businesses responsible for advertising on and supporting BaulkhamHills.com.

Setup is easy. If you have a website, we can download your logo however, if this is not possible you will need to provide it for us. The description for your business consists of content from your web-site unless otherwise advised. We at BaulkhamHills.com are also professional web consultants / designers who are here assist you with your website if required.

BaulkhamHills.com is a **Australian Community Initiative** for the Hills district and proudly developed by Advertise Online building virtual communities across the Nation. Other websites in your **local network**, www.CityofBlacktown.com & www.CityofParramatta.com. For more information visit our website at www.advertiseonline.net.au or contact us on 1300 303 769.

* Courtesy of Australian Government: Department of Communications, Information Technology and the Arts – *Online Statistics*
 ^ Graph Courtesy of Nielsen / Net Ratings

Fax Back to 0243 826360 Yes I would like to advertise on the BaulkhamHills.com Business Directory

Business Name			
Contact Person			
Address			
Phone:	Phn:	Fax:	
Website Address	www.		
Email Address	@		
Payment Details	Please circle: Name on card:	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> 7 day Invoice	
Card Number	_____		Expiry ____/____/____
Signature			