



Anchor Website

The ultimate website
Platform for
Small business



dLook Anchor Website

Anchor Website
\$299 once off
\$249/Annum*

The dLook anchor website is designed for small Australian businesses.

An anchor website helps a business to quickly enter the online space and stay there at an extremely affordable price. As a small business we believe that you need a website in today's market to help your business come up in places like Google and Facebook and you need it to add legitimacy to your business online and offline. But we don't believe you need to spend thousands of dollars on that website.

Why an Anchor Website



We think that the future for small businesses online is showing up on platforms like **Facebook** and **Google** and that customers will prefer looking here first, just making their decisions based on reviews and information found on the bigger platforms. Checking the website is only to verify the business and product or service exists. If we look even further ahead we think Artificial Intelligence and Virtual Personal Assistants with voice activation will be doing the searching for the customer. Thus we believe businesses need an incredibly fast but basic website to appeal to those machines, help them rank on the big platforms and create a seamless experience if the customer does actually come to their site. But we think that businesses should be focusing most of their effort on generating reviews and making sure their listings are optimised and pulling in as many customers as possible.

This is why we are offering the most cost effective website package available today.

Anchor Website Features

The **Anchor** website has a dedicated domain name, professional business email and all your company's key information.

- Improve your chances of being chosen online
- Drive customers to your business
- Be found for your company details, products and services
- Click to Call on mobiles to allow direct customer calling
- Optional Reviews management access to automate posting
- Lightning fast response for customers
- Mobile responsive website looks great on all devices
- All managed, backed up and hosted on Tier1 hosting in Australia

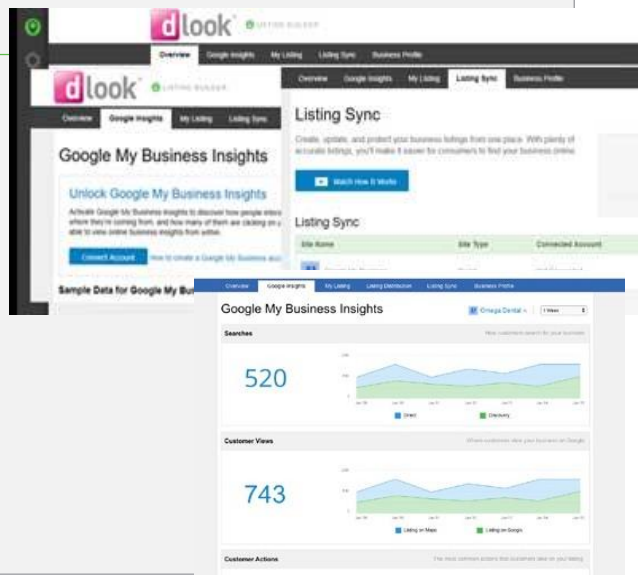
	Google My Business	Sync	<input checked="" type="checkbox"/> ON
	Facebook	Sync	<input checked="" type="checkbox"/> ON
	Twitter	Sync	<input checked="" type="checkbox"/> ON
	Foursquare	Sync	<input type="checkbox"/> OFF

* Annual Contract \$249 inc gst or \$25/month minimum 12 months

Anchor Website Platform

The dLook Anchor website platform helps you to **easily create and manage Google My Business, Facebook and many other listings and entries** across the web. Save many hours per annum. The platform includes:

- Google Insights access, Listing Sync and dLook Directory
- Each account has its own Business dashboard to manage services, social media and online presence
- Access to optional Reputation, Review Generation Suite, Listing Sync Pro and Social Management tools
- Options for Do It for Me solutions if you are time poor



Google Insights

Understand how your **business is performing on Google Search and Maps**. Google Insights in Anchor Listing dashboard provides a valuable glimpse into your customer's activities, including:

- **How customers find your listing**
- **Where customers find you on Google**
- **What customers do once they find your listing**

What you get

Below is a complete list of items that come with the dLook Anchor Website.

- Your own website with your unique domain
- Professional business email
- Contact form and description of your business
- List of the services and products you provide
- Key areas you work in
- Your core contact details
- Click to call phone link
- A promo video hosted on Youtube
- A priority listing in the dLook directory
- An account manager
- Ongoing technical support
- Google Insights access
- Listing Sync
- Modular compatibility with other dLook products

62% of customers don't trust a business without a website



Company:
Phone Sales:
Phone Support:
Email:
Website:

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Only 9% of consumers never search for a business online



48% will visit a company's website after reading positive reviews

