

# RURAL SMALL TOWNS ● ● ● WEB PACKAGE

Our exciting package is designed to create a job for a person in each town, which is easy to use, and generates an income stream, along with the opportunity to promote the town under our rural communities banner Southern Cross Communities network.

## THE BASIC PACKAGE CONSISTS OF:

- Software licence for the Http suite content management package.
- Initial layout of website
- Assistance with the insertion of initial content
- Detailed end user manual for the content management system
- The staff at Webteam Australia are always happy to assist you with the use of this package and for the first three months this is a free service. After that we charge an hourly rate for support.

## PACKAGE PRICE

- A one off fee of \$2,640.00 (AUD) which includes licence and hosting fee of \$440 (AUD) for one year.
- The hosting is covered in the licence fee and is an annual fee of \$440.00 per year (AUD)
- Ongoing support is charged at \$40.00 per hour
- Additional modules are available for weather (subject to availability) and submit page. Other modules by request.

## BUSINESS MODULE

- **Search Engine Submission** - Addition of your website to search engines using, "Addweb" search engine submission software.
- **Marketing Support** - We are able to offer marketing support materials that will assist you in the promotion of your site and to attract sales for advertising on your site.
  1. Sample advertising prospectus including sponsorship request
  2. Sample pricing sheet, sales script, flyers
  3. Sample media release, launch running sheet.
  4. Sample of Newsletters, Town and advertising
  5. 1 year subscription to RWIB value \$44

These invaluable sample documents will help you get your website – and business – off the ground and you can gear your sales to the particular areas that drive your township and promote tourism opportunities for your town.

Price of Business Module \$500.00 (AUD)

## Portfolio of recently developed sites

[www.weewaa.com](http://www.weewaa.com)      [www.trangie.net](http://www.trangie.net)  
[www.hughenden.com](http://www.hughenden.com)      [www.stgeorgeqld.com](http://www.stgeorgeqld.com)  
[www.cobarnsw.com](http://www.cobarnsw.com)      [www.moreensw.com](http://www.moreensw.com)  
[www.narrabri.net](http://www.narrabri.net)

## More coming soon on

[www.southerncrosscommunities.net](http://www.southerncrosscommunities.net)

## Other business sites can be found here

[www.webteamaustralia.com](http://www.webteamaustralia.com)



## Rural Industries Research & Development

### Corporation Rural Women's Award 2006

New South Wales Winner  
for this Project

The Rural Towns Package



[www.ruralwomensaward.gov.au](http://www.ruralwomensaward.gov.au)



Kate Schwager  
Internet Marketing



Local Presence, Global Connections

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## Local Presence Global Connections



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[www.webteamaustralia.com](http://www.webteamaustralia.com)

[www.southerncrosscommunities.net](http://www.southerncrosscommunities.net)

# PUT YOUR TOWN ON THE MAP



*Have you ever thought of starting a small business in your home town, via the Internet to help promote your town and make some money as well. You don't have to even live in town it can all be done over the web from wherever you live.*

## WHY SHOULD SMALL TOWNS GET A WEBSITE?

To promote your town as a place to visit - tourism, agriculture, live and work or even a change of scenery or a move to the slower pace.

A cooperative website is a great place for all the businesses in the town to advertise for a small fee all year around. Most small towns have a lot of behind the scenes businesses where they do not have a shop front. What better way to advertise than in a local online directory

Also new people to town can easily find what they are looking for all in one place. A place where community groups can promote what they are doing and who people can talk to or how they can join that particular group,

Promote the good news about your town on a small towns website.

## WHAT DOES A SMALL TOWN WEBSITE LOOK LIKE?

You can take a look at what a small town website looks like here at [www.weewaa.com](http://www.weewaa.com) and [www.trangie.net](http://www.trangie.net). The Weewaa is a favorite with locals and tourists alike and has had an incredible 100,000 hits since it started.



## WHOS SHOULD DEVELOP A SMALL TOWNS WEBSITE AND WHY?

A small town website should be developed like a business. A small business website can be run in or out of town all on the net. Run as a business by a person gives financial incentive to keep it up to date.

Many websites are run by community groups and not for profit organizations where it is run as a charity and rely on voluntary work. This then lags behind and pages are not kept up to date. Other companies offer similar packages and give people the opportunity to set up their own little webpage within the site. But, because people are so busy they never have time to keep them up to date.

Who wants to visit a website with empty pages that gives them no information at all. Rather than empty pages you can run an ad about their company and keep it updated for them. Run as a business what you put into it is what you get out. You can give it your own personal touch and have the support of the local community and town behind you all the way.

It is simple - the advertising fees pay you to keep your small town website fully operational and you can grow it to be as big as you like.

## HOW DO SMALL TOWNS GET ON LINE OR GET A WEBSITE?

There are lots of web developers around. Webteam Australia has a small towns package. To get the benefit of the package we put the template together for you giving it the personal touch that you would like to see.

There are different modules that can be incorporated into the package so you and your town get the benefit. This gives you a base to work on and build your site and build your business.

This package is an online system and can be used anywhere in the world. Being online gives you the advantage of being able to visit a business and put their ad up straight away or make changes over the phone.

Think about developing a small towns website for your town today. Start a business that fits around your life and earns you income from home!



**Kate Schwager** is the developer of the **Rural Small Towns Web Package**. Operating from a property near Wee Waa, New South Wales, Kate has successfully developed and now manages the [www.weewaa.com](http://www.weewaa.com) and [www.narrabri.net](http://www.narrabri.net) sites.

Contact Kate for more information about her Rural Small town web package

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