

Why Do I need a Website ?

*"It is our goal to make quality web sites and e-commerce
affordable and available for small businesses"*



Affordable Web Design, Inc.

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Why Do I Need A Web Site ?

- Your competition has a web site.
- Many people shop and research purchases online before making their decision. If your company isn't there, your customer can't find you.
- A web site is open 24 hours a day, even when you're sleeping your customer can receive information about your products and services.
- A web site and e-mail at yourdomain.com (your own domain name) lends professionalism to your business.
- A web site can help expand your business beyond geographic boundaries or can help you target your specific region.
- A web site enhances your other marketing efforts, including local marketing efforts.
- Costs less than a physical store
- Your store is open not only in your city, but it serves everywhere
- Your store is open not only during the daytime, it will serve 24/7
- Your web site will increase your sales.
- Costs less than other marketing media, but reaches millions.
- Potential customers can reach you easily.
- Increase your company image.
- Use your own company email address
- Online sales/services increased 35% last year.
- Better customer relations, and much, much more!

Your Benefits

<p>Sell more products</p> <p>Get all the essential tools you need to sell high volumes of products on the Web. Take advantage of our competitive, low merchant account rate, and upon approval, accept major credit card payments directly on your site. Our integrated shopping cart works just like the big online retailers' carts and makes it easy for your customers to buy multiple items in a single transaction.</p> <p>Get more customers</p> <p>Drive customers to your site with our search engine experts. Use our team to list your business in the Web's top search engines, directories, city guides, and online yellow pages.</p>	<p>Communicate with customers</p> <p>Promote your business by sending email newsletters to your customers. You provide the email addresses; we provide the technology and the step-by-step instructions.</p> <p>Create a customer database</p> <p>Keep track of your customers and their email addresses.</p> <p>Create customized reports</p> <p>Get your detailed web visitor statistics and online sale report.</p>
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About Us

We are Virginia's premiere web development company providing a full range of web services to fit any business model's needs. Providing Internet consulting, site development, search engine marketing, web site address registration, web site hosting, high quality graphic arts, text writing and research, business to business and business to consumer e-commerce, database development, ASP, and advanced media utilizing high-technology. We also specialize in Internet camera sales and installation and virtual tour development.

Since 1998, we have serviced a wide range of business models in the fields of government, education, medicine, law, real estate, aerospace, telecommunications, distribution, retail, civic associations, special events, and many more.

We've gotten to where we're at by providing exceptional service and results from the work that we do. We invite you to view our examples and to contact any of our clients for reference.

Why Affordable Web Design, Inc. ?

- ▶ We understand the needs of small businesses
- ▶ We provide affordable services for small businesses
- ▶ FREE Customer Service: Toll Free, e-mail, and chat support
- ▶ Your site can grow with easy upgrades and add-ons
- ▶ We provide professional services with affordable prices.

Why Accept Credit Cards?



The benefits of accepting credit cards far outweigh the minor costs involved. In today's world, your business needs to accept credit cards in order to survive. Everyday you do business without electronic payment processing is a day you are missing potential sales and customers.

Electronic processing via credit cards is the payment choice of the present and the future. Make your business even better today and prepare for TOMORROW.

Capture Web Buyers: Over 90% of web purchases are made using credit cards.

More Sales: Studies show that credit card customers buy 2.5 times more merchandise.

Increase Sales Volume: Sales have been shown to increase 40%, just by adding credit card acceptance.

Larger Volume: By accepting credit cards, you will achieve higher unit sales and extra orders.

Sell More Expensive Merchandise: Payment plans make larger purchases easier.

Increase Impulse Buying: Credit cards give customers the freedom to make unplanned purchases.

Steadier Sales: Credit card customers buy products when they need or desire them.

Enhance Your Business Image: Accepting credit cards often legitimizes your business to your customers.

Beat the Competition: Differentiates your business from those merchants who do not accept credit cards. Gives you an edge over the competition.

Huge Buying Audience: There are 243 million MasterCard and Visa cards in the United States, ready and willing to buy your product or service.

Higher Spending: Total MasterCard and Visa cards in the United States spending \$215 billion

To get started today, please fill out our simple [Online Application](#) at www.affordablewebdesign.us or call us at (703) 393-6768 or Toll-free (800) 929-8611

ASP Shopping Cart System

- ▶ We welcome comparison to ANY shopping cart regardless of price for features and value
- ▶ We offer a robust, comprehensive shopping cart with very reasonable price
- ▶ It is our goal to make e-commerce affordable and available for small businesses.

The Best Place on the Web for Your Site

We provide you with the fastest, easiest way to design and host a business web site - whether you know how to program or not. Affordable Web Design, Inc. makes high-volume selling hassle-free and offers the most effective online shopping cart available.

Our Online Store and Shopping cart system is one of the most comprehensive e-commerce shopping carts available anywhere and at any price.

- It can be used to **sell any type of product** or service in **any country** in **any language**.
- Now in use in over 68 countries
- ASP Shopping Cart is designed both for web developers and merchants.
- Business to consumer or B2B
- ASP Shopping Cart is comprehensive. Please look at the technical summary.
- It is ready to work immediately. No programming is required
- It can be used stand-alone or easily integrates into any existing web site including those created by FrontPage or Ultradev.

Some of the features of ASP Shopping Cart:

- **Merchants.** ASP Shopping Cart supports credit card, non credit card and numerous electronic gateways. Sales reports, stock reports, e-mail for each order, product details can be updated while shop is running. Extensive control over product displays and formatting.
- **Customers.** Customers have an intuitive shopping experience. Can browse or use ASP Shopping Cart extensive search facilities. Customers receive a printable detailed order form and an e-mail confirmation. Customers can view previous orders, restore orders for quicker shopping, save and restore carts.
- **Developers.** There is extensive configuration available in ASP Shopping Cart. Navigation, logs, fonts, colors, captions are all easily changed. Sort orders for products, product displays, information going into the cart, mail format are all easily configured. Using supplied hyperlink and form interfaces, ASP Shopping Cart can integrate into any existing web. A detailed design guide is available. ASP Shopping Cart is easily integrated with other web sites including those created with FrontPage or it can be used as its own web application.
- **International Support.** ASP Shopping Cart can run in any world language. We can supply English, German, French, Italian Spanish, Portuguese, Swedish, Danish, Finnish, Dutch and Hungarian. Dual currency displays, for example, local currency and Euros is standard.

Store Features - Merchant Administration

ASP Shopping cart provides the following facilities for merchants. We have made ASP Shopping Cart the most comprehensive e-commerce solution available anywhere and at a very affordable price

- **unlimited** -products, categories, subcategories
- **reports** - sales, stock, product, affiliate and more
- **payment methods** - credit cards, non-credit cards and numerous gateways, or no payment at all
- **maintaining your shops** - change anything at any time via your browser or bulk loading for offline maintenance.
- **e-mail** - automatic emails to the customer, merchant, affiliate, supplier, on buying a gift certificate, tell a friend, on product review and more
- **order tracking**- customer and merchant order tracking
- **suppliers** - suppliers can register and receive e-mail on order completion
- **affiliates** - registration, commission reports, status review
- **discounts** - discounts based on order amount, specific customer, quantity, discount coupons, gift certificates
- **gift certificates** - buy and redeem. Gift certificates can be reused until amount is used up.
- **bulk mailing** - mail to selected or all customers
- **stock control**- remove stock from display or display out of stock message. Decrement on purchase
- **documentation** - Merchant only document plus a developer guide, install guide and Option Package guide
- **taxes** - Automatic tax calculation by states, countries or product specific. Canadian and EU taxes supplied as free add-ons
- **shipping**- 8+ standard methods plus UPS, FedEx, Australia Post and Canada Post
- **For More Merchant details please visit our web site.**

Promotional Packages

Please check our web site at www.affordablewebdesign.us for the latest promotional packages.

Design Time

Some companies say they are too busy to prepare a web site. But they do not realize how many business opportunities they are missing by not having a web site in this economy. Besides, you will not have to spend a great deal of time on preparation for your web site.

Just e-mail or mail us your company information along with any brochures or pictures you may have, let us know which domain names you would like to register for your business, and we will do the rest. We will setup your store and also give your web site more professional look to attract more customers. We can normally set up your store within 5 to 7 business days.

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