

# Hostway launches a guide to 'Getting Your Business Online' with NFEA

LONDON – 29th October , 2004 – Hostway, one of the UK's leading providers of web and managed hosting services, today announced that it has teamed up with the National Federation of Enterprise Agencies (NFEA) to produce a handbook giving small and medium-sized UK businesses the inside track on getting the most out of being online.

Entitled "Getting your Business Online", the guide will help smaller companies formulate and set up a basic online presence that incorporates a working website and other online marketing activities. The guide also provides more advanced advice to companies that already have a web presence on how to better use the Internet to meet their business goals. It covers a broad range of topics from how to use the internet to find new markets and become more competitive, to developing a complete e-commerce strategy.

"Using the Internet for business is now becoming a must, however there are many small businesses out there that have not embraced the Internet yet or are only using it in a very basic way," comments Robert Lovell, Director Hostway UK. "This guide should help these companies formulate their Internet strategies, by demystifying the technical jargon that often scares people off and providing solid practical advice."

The guide has been sponsored by the NFEA, a membership body for Local Enterprise Agencies in England. The NFEA traditionally target pre start-up, start-up and micro businesses in order to assist them in increasing their ability to survive, to sustain themselves and to grow. At a higher level, the NFEA also aims to influence Government, the EU and other key decision makers in the development of effective strategies which enable small businesses to prosper.

"As an organisation offering advice to small businesses, it's important to share information in a way that makes things simpler, not more complicated. This is particularly true for technical business issues, such as website marketing," said Alex Stewart-Jones, spokesperson for the NFEA. "We were pleased to work with Hostway on this because this is an increasingly important area for most small businesses, and Hostway have a strong track record in supplying straightforward hosting solutions and honest advice to the same people we deal with everyday."

The guide aims to answers the following questions for SMEs:

- Why should I get my business online?
- How can I get my business online?
- What are the basics that I need to know and do?
- How can I take my online business further?

"It has always been our intention to demystify and facilitate the website creation and online marketing process for SMEs and with the help of the NFEA we should go some way to doing this. We also wanted to encourage businesses with existing online presences to look beyond the 'static', or purely informational site, and show how easy it can be to create extra revenue by adding value to their customers' online experience," concludes Rob Lovell.

The "Getting your Business Online" handbook is available free of charge from Hostway or the NFEA. Please contact either of these organisations using the details below.

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