

Introducing [opotiki.info](http://www.opotiki.info) . . .

Like its sister site (whakatane.info) www.opotiki.info is the most exciting, vibrant and comprehensive online directory in the region and a leader in 'local and online promotion' for local businesses and attractions.



- www.opotiki.info is an interactive, professionally-developed website purposely built to allow people to find information quickly and easily.
- www.opotiki.info is where users can find LOCAL businesses, tide times, weather reports, news, events, maps and much more! They can also upload their own events, fundraisers, garage sales, classified ads and even be in the running to win a prize every month.

Why advertise on opotiki.info?

1. Unlike national directory sites such as yellow pages, finda etc ...

It's LOCAL ... and people LOVE LOCAL!

- Internet users love local sites because they not only rank better in search engines and are therefore found more easily, but they are also 'relevant' and specific to what the searcher is looking for.
- People also like CHOICES ... often they prefer to click on a site that will give them a number of options rather than just one – i.e. a personal business website. Opotiki.info is your one stop shop for everything Opotiki!

2. Your business will be EASY TO FIND online

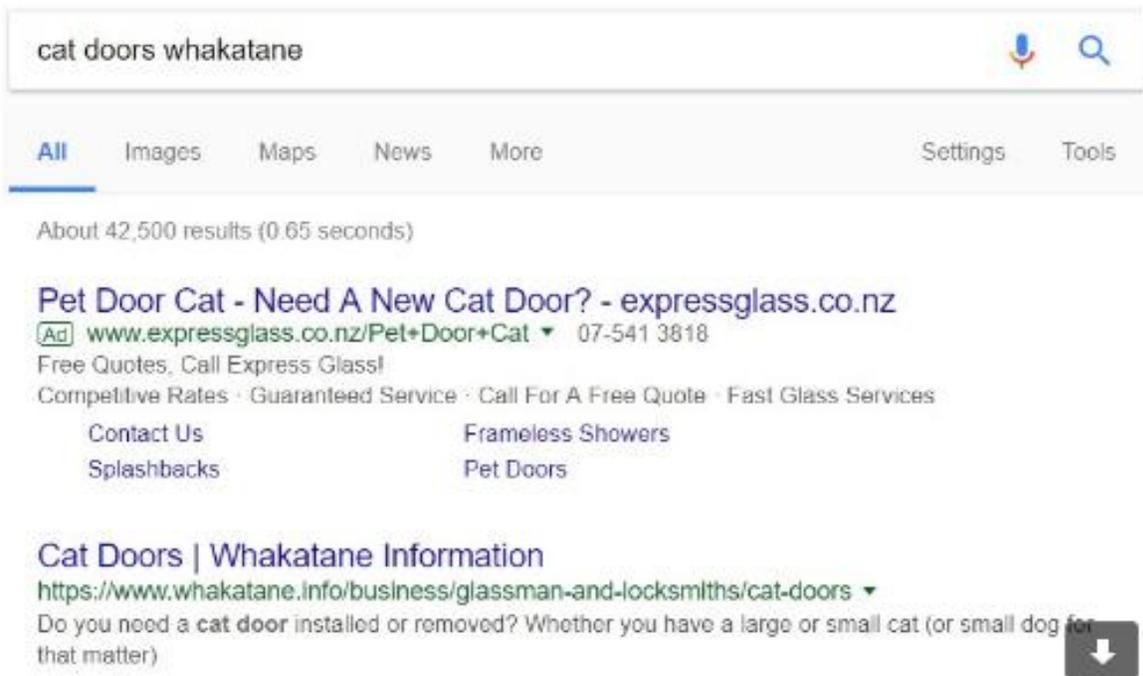
- Opotiki.info uses SEO strategies and Google Ad words to ensure it ranks highly on search engines which brings traffic to the site. They also use keywords for advertisers, ensuring an online presence for its business customers.
- The website is advertised locally in print, radio and signage and is promoted via social media. With the power of social media, such as Facebook, businesses can get in front of their potential customers and become 'front of mind' when purchasing decisions are made. Opotiki.info gives businesses the ability to schedule posts on their Facebook page on a regular basis i.e. weekly, fortnightly or monthly.

- One of the latest features for businesses listed on **opotiki.info** is **Sub Pages**. Sub Pages are basically separate pages within the main advert that have their own title bars and meta tags. They offer more information to the customer AND perform much better in search engines.

Sub Pages are working exceedingly well for a number of businesses who have chosen to add them to their listings, putting many at the **top of Google search results**.

Case Study:

Glassman & Locksmiths Whakatane wanted to appear top of the page when searching for Cat Doors in Whakatane....with the addition of their Cat Doors Sub Page they now rank at the top of Google for cat doors in Whakatane.



3. It generates MORE BUSINESS

- Your advertisement on opotiki.info acts as a portal to your own business website. This means more people can find you, visit your site and send you enquiries.
- You can increase your customer base through being exposed to the many local, national and international users of opotiki.info and gain credibility for your business by appearing where users are already looking for information.

“We found that we were getting sent callers each and every month! Happy to continue with this advertising!” Colin – Computech Alarms.



What do I get?

- A comprehensive advertisement including:
 - Your business name
 - Contact details with link to your own website
 - Affiliated logos
 - Photos of your business
 - Product / service description
 - Opening hours / office hours
 - Gallery of products
 - A map of your location
- A portal to your business website - giving you an online presence and increased exposure to potential customers - resulting in more traffic to your own website and MORE BUSINESS.
- Promotion of your business on social media sites when you list, putting you 'front of mind' with your potential customers.

- The opportunity to add value to your customers through special offers and promotions which are advertised both on the opotiki.info website and social media sites.
- A report outlining statistics of visits to your site, number of enquires, bounce rate etc (on request).
- The opportunity to upgrade your advertisement to include extras such as a prominent feature listing slot. Many businesses, such as Harvey Norman, Spark etc. are already taking advantage of these upgrades.
- Options for businesses to have a cost-effective website built to suit their business needs.



Professionally Developed Websites ...

These days consumers use the internet to search for products or services, so it is important for your business to have a professional online image.

Having a professionally developed website is a cost-effective way to promote your business, gain credibility and reach your potential market. Without one, potential customers are likely to go to the sites of your competitors instead.

There are a range of options available:

- A simple 'Redirection' site
- A cost-effective 'Template' site
- Professionally designed 'Static' sites
- or Content Management and E Commerce sites

With over 12 years-experience, we can provide you with a professional and affordable website to suit the needs of your business as well as ongoing support to ensure you can add and update content with ease.

Google AdWords ...

AdWords - Google's online advertising program - lets you reach new customers and grow your business.

- Choose where your ad appears
- Set a budget you're comfortable with
- No minimum spend or lock-in contracts
- Measure the impact of your ad
- Only pay for results

Our clients include ... Clubtalk Charters, Frontier Helicopters, Southern Cross Autos, A Kidz World and many more

We can also create Banner Ads for your business.

The image displays several variations of a banner advertisement. The main banner at the top right features a photograph of a woman sitting on the floor with two young girls, surrounded by toys. The text on this banner reads "Be A Home Based Educator" in a large, bold font, with "A Kidz World" in smaller text below it. To the right of the image, it says "Competitive Educator Payment Rates. Free Toy, Equipment And Resource Library." and includes a circular arrow button. Below this, there are smaller versions of the same banner, including one with a dark background and white text, and another with a white background and dark text. All banners include the same core message and branding.

But don't just take our word for it ...

Users are saying ...

"Good cross section of local information listed here and easy to find which is great" Gina O'Brien

"Each time I view this site I think it is a very attractive and professional site. I use it to see what's on and also for the street maps, tide times, and opening hours of various businesses and organisations in Whakatane." Christine Larsen

"I happen to be planning a short holiday in Whakatane this Christmas, and I've found your site a wealth of helpful, very clearly presented information. Promotional websites are rarely done as well as this! Thank you very much". Carl Page, USA.

Business owners are saying ...

"Getting a lot of work off you. 3 today!" Kent - Whakatane Locksmiths

"I have received many calls and new clients from this ad and I am happy to continue with it. Thank you whakatane.info" Pauline Greer, Menagerie Boarding Kennels and Cattery

"Within a day of getting a listing on www.whakatane.info I had received an email enquiry from the UK. Great!" Colin Guthrie, Round Trip Passenger Services.

"Whakatane.info gets me more business than any other advertising source I'm using".

Ryan Matthews, Sound craft Entertainment.