

# Irish Web Design Company innovates to beat recession!

Submitted by: Flo Web Design

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With a recession upon us, many companies find themselves with cash flow problems and inevitable budget cuts to be made. For the past few years, business was easy to come by and little marketing was required for many companies but it is now time to brush up and show potential customers out there why they should choose your company over your competitors. The internet offers a wealth of opportunities but in order to capitalise on those you need the right tools.

Flo Web Design Ltd (<http://www.flowebdesign.ie>), an Irish based company with over 7 years of experience may have the solution to your problems. They have just launched an innovative solution and are now the first and only web design company in Ireland ([http://www.flowebdesign.ie/web\\_design.asp](http://www.flowebdesign.ie/web_design.asp)) to offer a website finance option ([http://www.flowebdesign.ie/finance\\_options\\_web\\_design.asp](http://www.flowebdesign.ie/finance_options_web_design.asp)).

The idea is simple, Flo Web Design Ltd will build a website entirely tailored to your company, as it would for any other project and will spread the payments for a period of between one and three years. They offer options for their customers to pay part of the site up front or use their finance option for the site's entire value. At the end of the finance period the site will belong to the customer in full. This option is also available on larger websites such as e-commerce websites ([http://www.flowebdesign.ie/ecommerce\\_development.asp](http://www.flowebdesign.ie/ecommerce_development.asp)) and bundles with website design ([http://www.flowebdesign.ie/web\\_design.asp](http://www.flowebdesign.ie/web_design.asp)) and search engine marketing ([http://www.flowebdesign.ie/search\\_engine\\_marketing.asp](http://www.flowebdesign.ie/search_engine_marketing.asp)) packages.

'Recently we have seen a substantial increase in demand for website revamp and first time sites, Olivier Florence managing director of the company explains, obviously businesses are concerned about their image and competitiveness but we increasingly find that people have to put such projects on hold because they simply don't have the money, even if the services we offer are very competitive. Some opt for the very cheap options available out there and end with websites which are incomplete, not looking professional or badly finished, hence ending with a site reflecting badly on their company.

We wanted to offer those companies an alternative and the option to have a professional site at a very affordable price. We then came up with the idea of "payment by instalments". It is a known fact that businesses that promote in a recession do much better than those who don't.

I am confident that our website finance option will appeal to many, adds Florence, after all we are now able to deliver a full 20 pages brochure site including contact forms, image galleries, news, blog etc and an easy to use content management system for under €70 per month. The number of projects we will take on under our finance option will be limited and based on approval, after all, we too have to look after our cash flow!

The company which operates nationwide believes in price transparency and offers fully inclusive packages ([http://www.flowebdesign.ie/web\\_packages.asp](http://www.flowebdesign.ie/web_packages.asp)). As part of its extension plan for 2008 / 2009 Flo Web Design Ltd were already innovating by launching its own brand of content management system ([http://www.flowebdesign.ie/content\\_management\\_system.asp](http://www.flowebdesign.ie/content_management_system.asp)) earlier this year, Flo CMS (<http://www.flocms.ie>) version 3.

Further information can be found at [www.flocms.ie](http://www.flocms.ie)

They also offer several related services such as search engine optimisation ([http://www.flowebdesign.ie/search\\_engine\\_marketing.asp](http://www.flowebdesign.ie/search_engine_marketing.asp)), web translations ([http://www.flowebdesign.ie/website\\_translations.asp](http://www.flowebdesign.ie/website_translations.asp)), graphic design ([http://www.flowebdesign.ie/graphic\\_logo\\_design.asp](http://www.flowebdesign.ie/graphic_logo_design.asp)) and printing ([http://www.flowebdesign.ie/printing\\_design.asp](http://www.flowebdesign.ie/printing_design.asp)).

For further information on website finance option please contact Flo Web Design Ltd (<http://www.flowebdesign.ie/contact.asp>). Tel: 046 924 1535 Web: [www.flowebdesign.ie](http://www.flowebdesign.ie)

So if cash flow is an issue, payment by instalments may be the way to go. If you consider that your website represents your company in the eye of your visitors as most marketing specialists will tell you, and you are not confident that your current site is passing on the right message, then, in these tough times you will have little choice but to commit to a revamp. A good website should not be seen as something that is going to cost you money but as an investment that is going to return its cost several fold.