

www.stourporttown.co.uk



Advertising Pack

promote your business and promote Stourport-on-Severn



About the website

The official website of Stourport-on-Severn

www.stourporttown.co.uk has been designed by Stourport Forward to encourage more visitors to Stourport-on-Severn, entice them to stay longer, strengthen community links, and to promote community projects and local businesses.

www.stourporttown.co.uk is ranked No.1 on all leading search engines including 'Google' for Stourport, with between 2,000 and 4,000 unique visitors to the site per month. Updated on a weekly basis the website is always up to date with new and interesting content. The website is aimed at both local residents and visitors to the town.

Unlike the many business directory websites out there chasing advertising money, **www.stourporttown.co.uk** has been developed solely to promote and benefit Stourport-on-Severn.

The website is none profit making, so any advertising fees will go straight back into the promotion of Stourport and upkeep of the website.

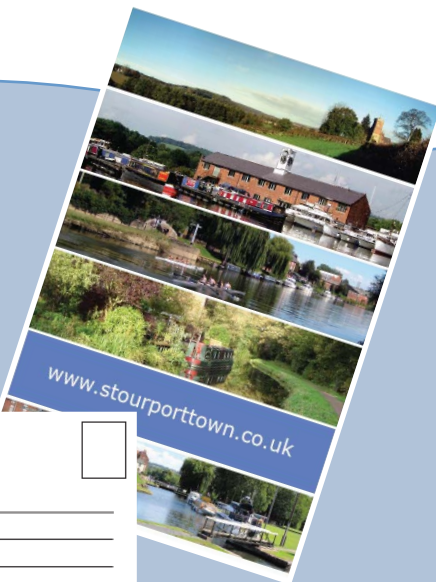
Promotion of the website

www.stourporttown.co.uk is promoted through several tourist publications and guides (both local and regional including Visit Worcestershire) and the local press.

The website is promoted locally through posters and postcards throughout the town. Stourport Forward will distribute 20,000 leaflets promoting the town and website throughout the West Midlands region.



what's on and what you can do in
n-Severn throughout the year -
aces to stay, eat out and explore!
@stourporttown.co.uk



Advertising opportunities

To help local businesses benefit and take advantage of the growing success of www.stourporttown.co.uk we have developed five advertising options for you to consider:

Option A

A simple listing in the websites business directory including your business name, address, phone, fax and e-mail.

Option B

A detailed listing in the websites business directory including a colour business logo or photo, business name, a 30 word business description, address, link to your website or your business webpage (see option E), phone, fax and e-mail. Option B entries will appear above Option A entries in the directory and any on-site search results. Option B listings will rotate so that each business will feature at the top of the directory giving you maximum exposure.

Option C

A highly visible advert on the home page with a link to your website or your business webpage (see option E). This is a unique opportunity, as there will only be one advert allowed on the home page – every visitor to the site (2000 to 4000 per month) will see your advert, giving your business a strong association with the town.

Option D


A highly visible advert on a sub page of your choice with a link to your website or your business webpage (see option E). For example, if your business focuses on attracting tourists you can place the advert on the popular 'Places to visit' page, or if you offer accommodation you can place your advert on the 'Places to stay' page on the website.

For a small 'one off' charge the website team will design your online advert for you - Option C and D.



Welcome to Stourport-on-Severn

Home
History
What's On
Visitor Info
Local Info
Stourport Forward
Stourport Basins
Photo Gallery
Street Map
Site Map
Contact Us

Funded by:

Stourport

Welcome to the official Stourport website – a guide to [what's on](#) and what you can do in Stourport-on-Severn throughout the year – including [places to stay](#), [eat out](#) and explore. You can discover the town's unique [history](#) and find out more about the current regeneration of the [Stourport Basins](#), restoring Georgian splendour to the heart of the town.

Water brought about the creation of Stourport and continues to shape the town today. The River Severn (the UK's longest river), the River Stour, and the Staffordshire and Worcestershire Canal surround and intersect the town - creating unlimited leisure opportunities on and by the water and a variety of attractive destinations in the surrounding picturesque Severn Valley.

Not only is this website designed to keep you up to date with what's going on and the latest developments in Stourport, it is also intended to be a valuable resource for the town's community. There are pages for Stourport's local services, [transport links](#), the [environment](#), community projects, [clubs and groups](#), the [Town Council](#), plus useful [advice](#) and much more.

11th, 12th & 13th JULY 2008
THE FLOW FESTIVAL

English Heritage have recently published a book called 'Stourport-on-Severn - Pioneer Town of the Canal Age' that gives an in-depth look into the unique history and development of Stourport. To find out more or to buy the book [click here](#)

Your very own webpage on www.stourporttown.co.uk

Option E

We will design and develop your business's very own unique webpage on www.stourporttown.co.uk.

This option will save your business time, administration and the usual expense of creating your own business / organisation website, but will give your business / organisation a web presence on an already very successful site, providing you with strong links to Stourport-on-Severn. Your web page can include a wide range of information of your choice to help promote the business / organisation:

- Your business photos and logos
- A full page of text and photos to describe your business products / services
- Your business contact details
- Links to other websites

Your business will have its own web address, and we will advise you on the use of keywords and links to ensure a high ranking for your page on all the major search engines.

The cost of a page includes listing in the business directory (Option B) and a monthly update to keep your business information relevant and fresh. All you have to do is e-mail in your new content (text or photos) and we will update your business page for you. We also offer a premium option with unlimited updates to your webpage.

If your business requires more than one page to promote your products and services we can easily arrange for additional pages to be added, creating a mini website for your business, within the www.stourporttown.co.uk website.

What next? Simply complete the enclosed application form and return it to us. We will then add your business to the business directory on the site or contact you to discuss your advert or business webpage.

We reserve the right to refuse advertising applications to ensure adverts are in keeping with the websites impartiality, image and audience.



Contact Details

Stourport Forward
e. info@stourporttown.co.uk