

## Getting British Business Online

A website is one of the most effective ways to grow your business, allowing potential customers to find you, view your products, and place orders while you're busy running your business. And in today's market, an online presence can dramatically increase your success, as for many businesses, it's the first way that your customer will look for you. But the initial steps can seem daunting and costly for a small company. [Getting British Business Online](#) is a brand new initiative offering UK businesses a free co.uk website address, a free customised website and free online marketing.

Launched today the aim of this initiative is to give small businesses the opportunity to create a professional business website – absolutely free. The IoD has joined up with a host of partners including Google and Enterprise UK so we can help local businesses make the most of the internet's huge potential.

The target has been set to help 100,000 small businesses create their first website easily and for free by the end of 2010 and help businesses understand the opportunities offered by the Internet.

### **How it works**

All you need to do is provide a few basic details about your business, such as your address and a quick description of what you do. Then the easy-to-use 'website wizard' does the rest. You don't need any computer skills, it shouldn't take more than 20 minutes, and it won't cost you a penny.

### **Already got a business website?**

Getting British Business Online also gives you access to a range of tools – just the thing to make a few website improvements: you can attract new customers with a free listing on Google Maps; learn how customers are using your site with Google Analytics; and make it easy for customers to buy online with PayPal.

To find out more and start your free website now, visit [www.gbbo.co.uk](http://www.gbbo.co.uk)

*Posted by [The IoD](#) on 25 February 2010 at 3:09 pm under [General](#)*