



### **Companies Team Up to Launch New Websites**

A symbiotic working relationship between two Yorkshire-based companies has led to the launch of two new websites.

For several years the Huddersfield-based copywriting company, CopyWrite, has provided the words for websites created by Stone Square, the Halifax-based web designer company, on behalf of its clients. It was only natural, therefore, that when Stone Square launched its own ecommerce site, [www.bigfatballoons.co.uk](http://www.bigfatballoons.co.uk), selling balloons and gifts online, that CopyWrite helped out with the words.

Meanwhile, CopyWrite was looking to establish an online presence and Stone Square returned the favour, designing [www.cwrite.co.uk](http://www.cwrite.co.uk) a user-friendly website promoting CopyWrite's various writing services.

Both sites went live at the beginning of August.

"Over the last four years, we've worked on almost 50 websites together, ranging from small informative websites to major e-commerce sites. It was therefore a natural step to work together to create our own websites," said CopyWrite managing director, Jeanette Dyson.

The websites illustrate the extremes of the online market. [www.BigFatBalloons.co.uk](http://www.BigFatBalloons.co.uk) is a full ecommerce site targeting the gift buying market, while [www.cwrite.co.uk](http://www.cwrite.co.uk) is a brochure style website aimed at other businesses.

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However, like all websites created by Stone Square and CopyWrite, both [www.bigfatballons.co.uk](http://www.bigfatballons.co.uk) and [www.cwrite.co.uk](http://www.cwrite.co.uk), have a number of elements in common.

“It is essential that your customers and prospects can find your website in the first place. It is then vital that your site stands out as you only have a short time to make an impression online. By making sure the site is easy to navigate and provides visitors with the right information, it reduces the chance of browsers becoming frustrated and leaving the site before you’ve persuaded them to do the most important thing, which is to act – that is, buy your products or make an enquiry,” said Stone Square managing director, Sophie Baxter.

“With Jeanette’s help, we also optimise our websites’ text for search engines, which helps to make sure that our sites rank well with the most popular search engines such as Google, MSN and Yahoo.

“This means that when we build websites - however big or small, they deliver measurable results such as enquiries and orders,” said Sophie.

The relationship CopyWrite and Stone Square has forged over the years has proved a winning combination for many companies and one that [www.BigFatBalloons.co.uk](http://www.BigFatBalloons.co.uk) and [www.cwrite.co.uk](http://www.cwrite.co.uk) now plan to benefit from.

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