

February 08, 2021

FOR IMMEDIATE RELEASE

BC Web Design Company Gets BC Businesses up to \$7500 Toward Building Their Online Store

Web321 Helps Business Owners Access the BC Government's Launch Online Grant Fund

The BC Government has just announced a \$12 million "Launch Online" grant fund to help businesses hurt by Covid-19 to move online. These grants will provide business owners, including those in hard-hit sectors such as retail, tourism and restaurants, with up to \$7,500 to build or improve their online store (up to 75% of eligible expenses).

There are four key criteria businesses need to meet to qualify for the grant (and several other criteria Web321 notes on their site):

1. must be BC-owned and operated
2. must have no existing online store or an inadequate store
3. must hire a BC business to complete the work
4. must have earned \$30,000+ in revenue during 2019

Web321's Response To The Launch Online Program

Shawn DeWolfe, co-owner of BC web design & marketing company Web321, says:

"We wanted to help businesses take advantage of this generous grant. That's why we created our "Launch Online" package: to simplify the entire process for busy company owners."

Web321 takes the stress out of the process - getting help applying for the program, sourcing designers, finding hosting, choosing technology, creating content, uploading products and maintaining the store after launch - by bundling it into a single offering. The Launch Online Package includes:

- assistance with program application: once businesses fill out Web321's online form, Web321 will determine their eligibility, flesh out their grant application and submit it on their behalf
- domain registration & secure hosting
- a website built with the web's most popular content management system: WordPress (or upgrade of an existing website to WordPress)
- a Woocommerce shopping cart and inventory management system

- more -

- a full product catalogue, robust search function and the ability to view and track inventory levels & backorders
- tax & shipping cost calculation
- HTTPS & SSL implementation for customer and store data security
- Google Analytics and Google Search Console reporting setup to track and analyze website traffic

The package also includes a year of website maintenance, consisting of:

- daily backups, and site restoration in case of a crash
- regular software updates
- daily security scans and fast malware fixes
- ongoing SEO, speed & performance improvements
- a weekly PDF report showing uptime, site performance, search engine rankings, weekly sales statistics, and a maintenance report
- unlimited content edit requests

“The Launch Online grant means Web321 can offer this inclusive service to BC businesses for a quarter of the price they would previously have paid”, says Shawn. “We think it’s going to help a lot of businesses survive.”

To learn more about Web321’s Launch Online package, businesses should visit <https://web321.co/launch-online-ca>.

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Press Release Point Of Contact:

Shawn DeWolfe

Office Address:

Web321 Marketing Ltd.
8011 East Saanich Road
Saanichton BC V8M1K1
Canada

Office Phone Number:

1-844-493-2321

Office E-Mail:

launch@web321.co