

# Business Link in a Box and Business Link Search

If your website is involved with helping UK Small/Medium enterprises, Business Link web products could provide you with an ideal solution. Free Business Link web products 'Business Link in a Box' and 'Business Link Search' provide a value-added method of linking your website to businesslink.gov.uk expert content. Both products strengthen the user experience within your site by providing a selection of clickable options and a search bar.

## Your challenge

Your organisation has interest in supporting Small/Medium Enterprises (SMEs), and values being a point of access to high-value content. You would like to provide links to a full range of information for your customers, but do not want to spend time and resources keeping that information up to date.

## Your customers

Most people use the internet as a primary source of information, but need assurance they are getting the right quality information. This is especially true when dealing with government regulations and laws, which continually evolve.

The quality of content you link to from your website can have a direct influence on the perception of your company brand. A reputable website regarded as a source of quality content can attract thousands of users, generating revenue and prestige.

## Our solution

The free Business Link web products enable you to act as the point of access for your customers to find the information they need, when they need it.

These two compact and easy-to-use solutions will discretely fit in most website designs. Each product offers its own features and method for linking through to the businesslink.gov.uk website, which you can choose to complement the needs of your site.

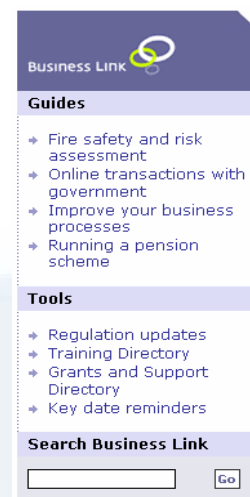
'Business Link in a Box' and 'Business Link Search' will provide the following benefits:

- Access to quality SME content from your website
- Increase website traffic
- Avoid additional spending on content and maintenance for your site

- Improve the user experience when entering your site for SME information

## Web Product Specifics

### Business Link in a Box



We designed Business Link in a Box with simplicity in mind to provide the following features:

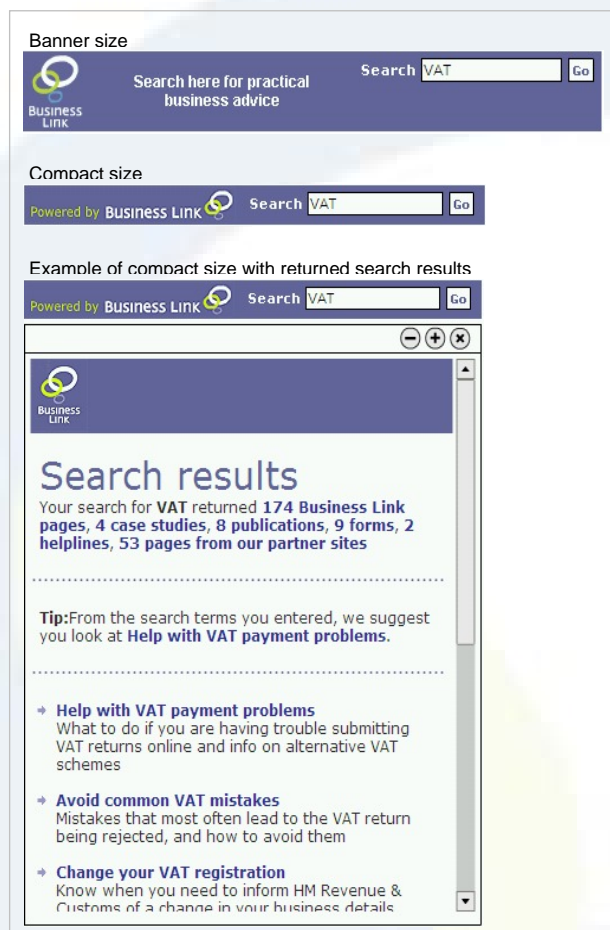
- Straightforward dynamic content headlines allowing users to easily identify the information they require
- Direct access to interactive tools answering questions such as 'when to register for VAT'
- A search bar that allows users to look for specific business information and advice on businesslink.gov.uk

It is designed to sit directly on your site and is simple to set up, as the HTML code itself is self-contained.

The eight links to guides and tools change each time the webpage is refreshed.

It is available in a choice of widths ranging from 130 to 220 pixels for maximum flexibility.

## Business Link Search



Business Link Search is a simple design which provides the following features:

- Easy and simple to implement
- Flexible design to fit in with your screen layout
- Allows users to search specific business information and advice on the businesslink.gov.uk site within your website

It takes the form of a small flash component. Placed directly on your site it provides a search facility, with results that link to businesslink.gov.uk content.

As with Business Link in a Box, Business Link Search is self contained and does not need any configuration to set up. The box itself is available in 'banner' or 'compact' size formats, and contains a simple search bar which can be pre-filled or left blank. Entering search details performs a search of the main businesslink.gov.uk website, returning an optimised set of results in a drop-down window.

## Why work with Business Link?

Businesslink.gov.uk provides SMEs with free, practical advice on how to start up, grow and improve their business. Our dedicated team of professionals and content experts are striving constantly to ensure that information is user-friendly, up-to-date, accurate and accessible to maximise the value delivered to its users.

Business Link web products can deliver real value to your organisations website, but why should you choose businesslink.gov.uk?

- businesslink.gov.uk has attracted more than 8 million users since its launch in May 2004
- All content and tools on the site are subjected to rigorous user testing
- 450 guides written by business specialists and approved by the relevant government departments
- Access to approx. 6,500 useful publications, forms, and contacts, as well as local Business Link operators
- Extensive user acceptance testing performed
- Years of experience in advice to SMEs
- Awards for website
- Dedicated professional team

## What next?

Interested in finding out how businesslink.gov.uk can deliver value for your organisation? Please contact the syndicated content team via:

[syndication@businesslink.gov.uk](mailto:syndication@businesslink.gov.uk)

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