

Web Services

- Web content
- Website navigation
- Website critique
- Internet searching and training

Why Should I Use a Web Services Company?

- **Love of the game.** You get someone who actually *enjoys* writing content for websites and creating effective navigation; who can offer a practical critique of your website—including assessing it for usability and accessibility; and who can teach you and your staff how to make the most of their time on the internet by teaching them searching tricks and time-saving techniques.
- **First impressions DO count.** While we all did English at school, not everyone can write well, so it makes good sense to employ a professional writer and editor to write or edit your content before you publish it for the world to see. The quality of the web content you present to the public reflects the professionalism and pride you take in your organisation and its products and services.

Why Should I Contract Out My Web Services?

- **The bottom line – money.** Try these:
 - You only pay for what you need, when you need it.
 - You don't pay the contractor's insurances, super, tax, leave, etc.
 - You may not have to pay for specialist HTML editing software.
 - You choose whether the person works on- or off-site so you may not need to provide any infrastructure, thus saving further on costs.
- **Focus.** The contractor's only job for your organisation is working on your website, so you get someone who is totally focused on *your* web needs.

Why Should I Use CyberText Consulting?

- **Experienced.** Webmaster for commercial and professional websites, content provider for corporate intranets, presenter and trainer on aspects of websites and internet searching; many years of technical writing experience in areas such as software and information technology, mining, and education. CyberText Consulting was established in 1999.
- **Competent and professional.** Your website *will* be professionally written, edited, or critiqued... We are:
 - Very quick and accurate.
 - Familiar with HTML, CSS, and web validation and assessment tools.
 - Member of professional organisations such as the Society for Technical Communication, Society of Editors (WA), and Women in Publishing WA.
 - B.A. (Communications) and B.Ed.
- **Local.** Based in Western Australia's southwest; able to travel within Australia or overseas for short term projects.

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