Connect with your community

HugoFox, Connecting Communities

Be part of *an online hub for communities* and gain visibility to the people and businesses within them.

An easy way to manage your business online

The internet is supposed to make our businesses more effective, but sometimes it just seems to just make things more complicated.

Maybe you already have a website. But how easy is it to manage and update? Does it cost more in time and money than it's really worth?

HugoFox is different.

We're an online hub for UK communities, the people, organisations and businesses that are part of them. We offer your business an easy and powerful way of engaging with your audience.

A HugoFox website is quick to set up, flexible and easy to use and we don't add any advertising.

Sound interesting?

Read on to find out more.

Who else is a part of HugoFox?

- Community associations
- Sports and recreational clubs or societies
- Charities and not for profit organisations
- Parish councils
- Village/town websites

step 2

step 1

add links,
events, news
and jobs

embed
tweets

your website -
easy to create, edit
and manage

intergrate your
social media

**features
summary**

facebook users
can 'share' your
communities news,
events etc

constantly
maintained
& improved

HugoFox

create
HugoFox
email alerts

if you have one -
use your own
domain name

let HugoFox
work behind the
scenes to boost
your google
ranking

24/7
email + phone
helpline

staffed by
friendly
humans!

fully secured
and encrypted
data hosting

What features make HugoFox
the right choice for your business?

A HugoFox website gives your business a professional online presence.

It's simple: you upload your information to HugoFox and we'll create a website for your business. If you already have your own domain name you can use this to display your new website. In addition, your business will also be listed on HugoFox.com.

Visit www.pjhproperty.co.uk to see this in action.

With HugoFox, it's easy to add links, events, news and jobs which makes it easier to reach out to people in your local area and beyond.

Anyone can create HugoFox email alerts – so it's easy for you and your customers to get updates about your organisation and others in the local area.

If you're on social media, it's easy to integrate with HugoFox. We support links and "like" buttons from Facebook, Twitter and Google+. You can even embed your tweets, so they show up live on your pages.

Because we're doing the technical work behind the scenes, HugoFox pages and websites are very easy to manage. You don't need any specialist knowledge, and you certainly don't need to be a computer programmer. Everything is managed through a simple, secure web page that allows you to add text and photos and create listings.

It's easy to use HugoFox, but you're never on your own. If you have a problem, our friendly team is on hand to help. We don't farm out our customer service to a call centre on the other side of the world – we give you direct, personal assistance from our office in Hampshire.

We believe it's important that you should be in the driving seat. As such, we regularly update and improve the HugoFox system based on the feedback and suggestions we get from users.

Connect with us

f   facebook.com/hugofoxnews

🐦   twitter.com/hugofox_local

g+ plus.google.com

10 key benefits, at a glance

1 — **No set-up cost** or other fees

2 — **Post your news for free** and help boost your visibility online

3 — Constantly **kept up to date** with the latest web standards

4 — **No pop-ups**, banners or sponsored links

5 — Designed with search engines in mind - so you are **easy to find**

6 Use your own **domain name**

7 **Easy to create, edit and manage**. No technical knowledge needed

8 **Mobile and tablet friendly website**

9 Create custom **email alerts** to automatically keep your members informed

10 **You have complete control**. You add and remove whatever you like, whenever you like

Reduce your website costs.

Save your valuable time by getting online with HugoFox.

Surely there must be a catch?

How much does it cost?

Our business is based on building a UK-wide hub for communities, businesses, charities, sports teams and other organisations. All contribute to our community, the only difference is that those using HugoFox to promote their businesses pay us at a commercial rate, while non-profit organisations can get involved for free.

There are two account types from which a business user can choose:

Standard Account
£6* per month

Features:
· A fully-optimised website on HugoFox
· All hosting included
· Intergrate your social media
· No set-up costs

Premium Account
£14* per month

Features:
· All the features included in the standard account
· Use your own Domain name if required
· Twitter feed enabled
· No HugoFox branding or links
· As many website pages as you require

Additional listings are subject to the below costs:
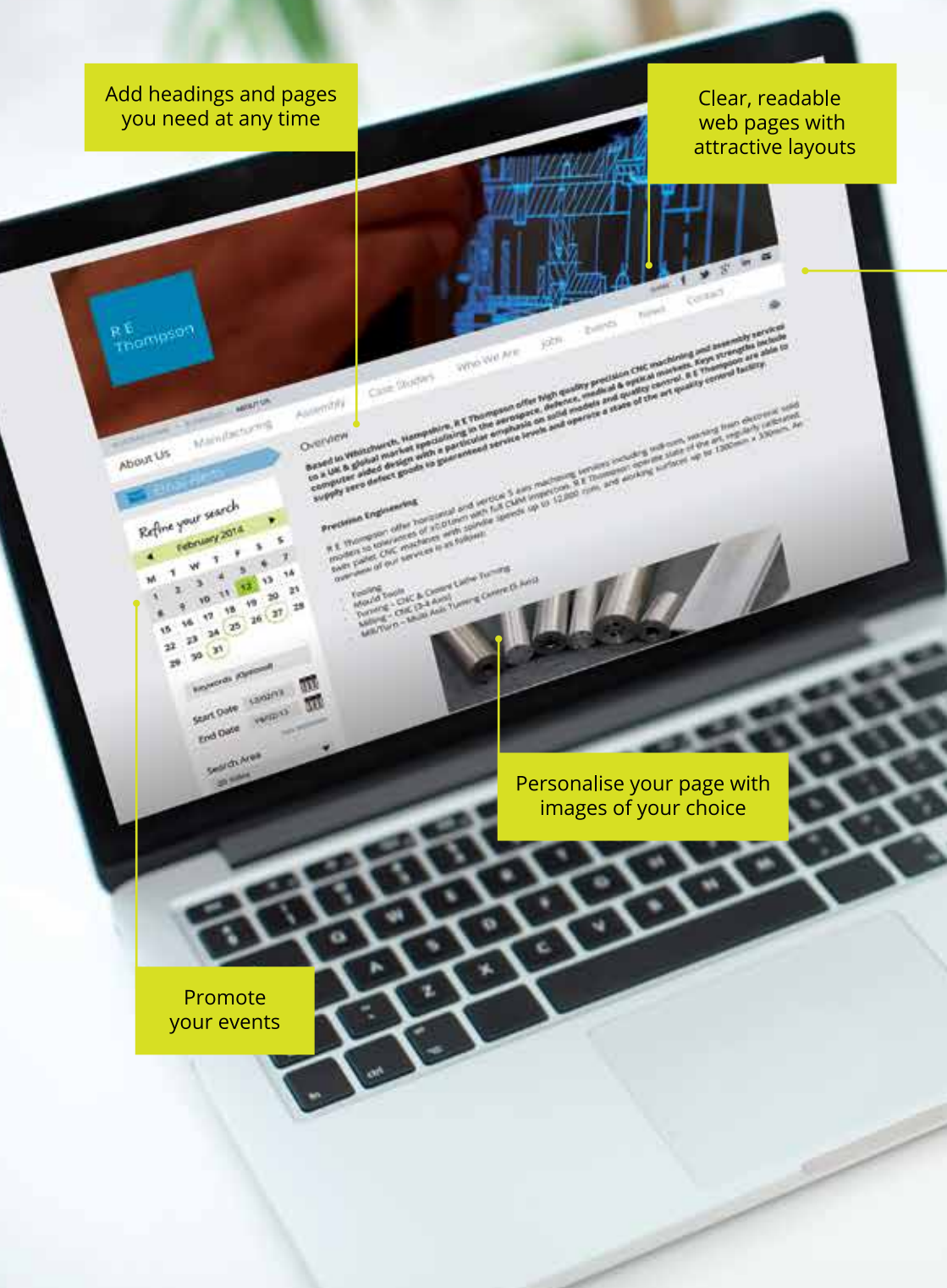
Jobs: £20*
Offers: £10*
Events: £5*
News: FREE

*All prices + VAT

Add headings and pages
you need at any time

Clear, readable
web pages with
attractive layouts

Personalise your page with
images of your choice

Promote
your events

Intergrate your
social media

Works equally well
on desktop computer
and mobile devices

How HugoFox works

Your account area
(event listings)

A simple interface that's easy to learn and manage – no expert knowledge needed!

HugoFox

Jobs   Events   Offers   Cars

Event Listings

Add a new event or manage your c

Add Event

Active   On Hold   Ex

Charity Do
Farndon, C

Summe
Farnda

Su
Fa

Add text and images easily

Management areas of
the website are password
protected to keep your
information secure
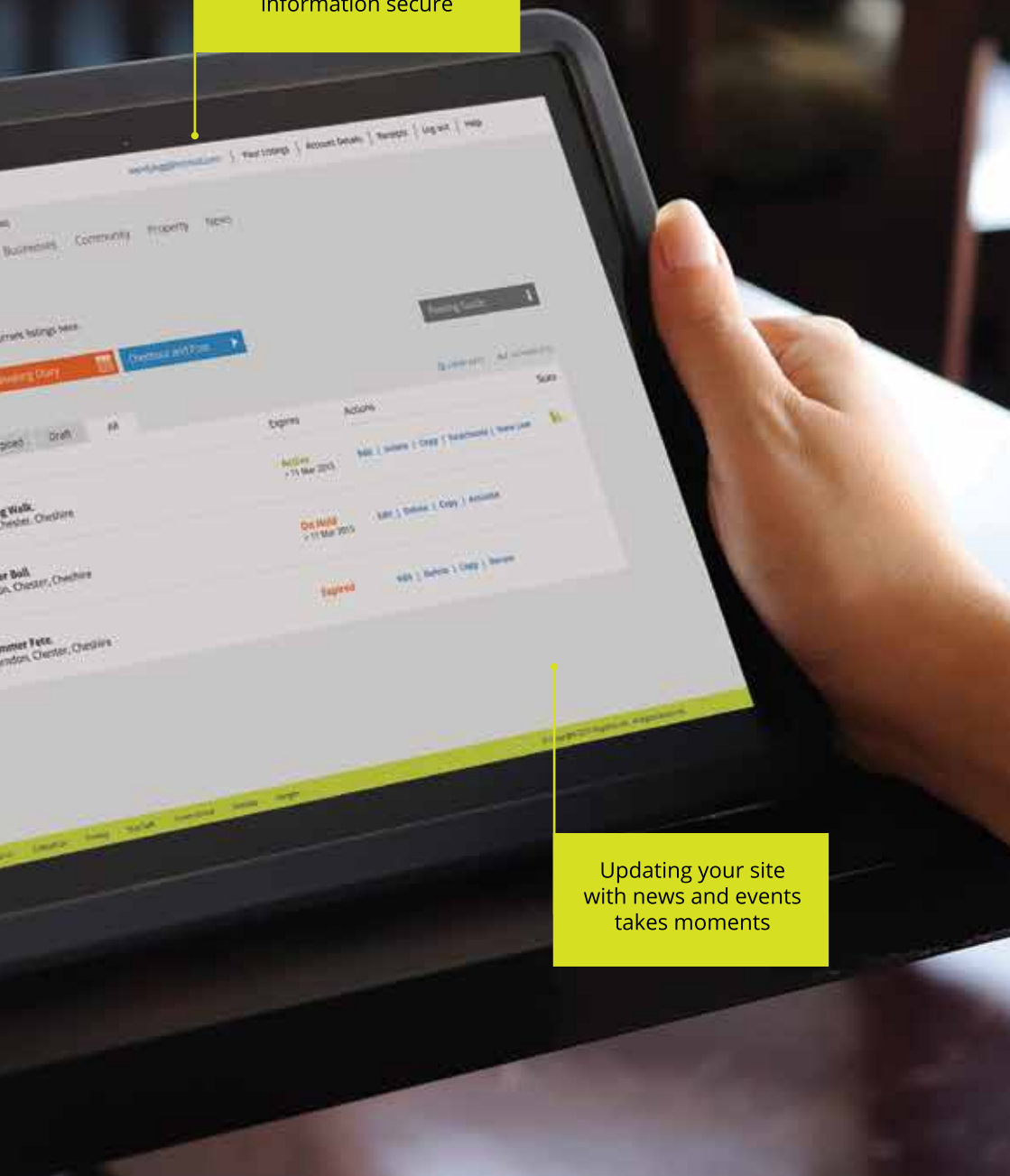
Updating your site
with news and events
takes moments

90%

of consumers now move between multiple devices to accomplish their goals

In 2013 **Google+** had more traffic than Twitter, Facebook, Pinterest and Linkedin combined

53% g+

f 22%

🐦 18%

How do people find local businesses, products and services?

72% Google
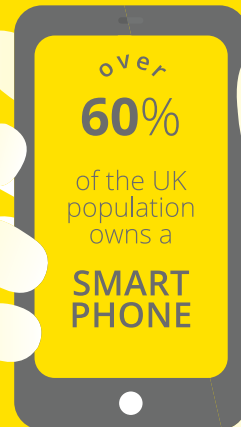
20% Yellow Pages
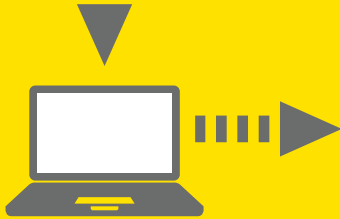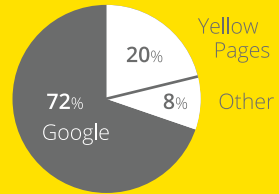
8% Other

81%
Browsing the internet

Popular cross-device activities

67%
Shopping online

Search is the most common way people continue from one device to another.

over **60%** of the UK population owns a **SMART PHONE**

Local Online Market Trends

90% of people will search for a product or service before purchasing in-store

73% of all online activity is related to local content

The technical side

Many of our users have experience and an understanding of the internet, but we sometimes get asked about how HugoFox works 'under the bonnet'. If you'd like to chat about how your site will work, feel free to give us a call on **01635 291 271**, or drop us an email at **team@hugofox.com**

Search Engine Optimisation (SEO)

If local people are looking for your website, it's really important that it's easy to find through the major search engines, especially Google.

The way Google works actually helps here, because in recent years it has begun to place a high value on local search results. However, we help the process by following search engine optimisation (SEO) good practice. All websites are built according to Google's recommendations, so the search engine will never have a problem finding your website, events, news, jobs and offers.

Google+ is another great tool for making sure your community group gets found locally. We can help get you started.

Mobile

As of early 2013, around 1 in 6 internet users were browsing the web using a mobile device, such as a smartphone or tablet. That means your site has to work on someone's phone just as well as it works on your PC or Mac. HugoFox has it covered: our technology is tested across multiple platforms, and should work equally well for all your visitors, no matter how they're browsing.

Latest Technology

HugoFox is constantly evolving to stay ahead of the latest web trends and technologies. All updates are made automatically across all websites so you never have to worry about yours becoming out of date again.

❝ Our vision is for HugoFox to become synonymous with *local community* services and activities up and down the country. ❞

Michael Thompson
HugoFox Founder

About HugoFox

The HugoFox ethos is about community and 'keeping it local'. We provide affordable (if not free) promotion for local organisations and businesses.

First established in 2010 by businessman Michael Thompson who was looking to employ local people to work at his aerospace company, the site catered specifically for job listings in the area.

Before long, the phrase 'keep it local' caught the imagination of everyone involved. With more people searching for work closer to home and a restoration of interest in all things local, the demand for a website with its heart in the community expanded our horizons.

Now, the HugoFox you see before you is dedicated to serving communities nationwide, providing local information, events, news, services and businesses on your doorstep, cars for sale in your area, hot properties available to view and jobs which are just a hop, skip and a leap away.

What's more, we don't just talk the talk about community-based projects, we walk the walk too, as a sponsor of over a three hundred grass-roots sports teams and supporter of many charities across the UK.

HugoFox
is the
official
sponsor
of over
300 local
sports teams

Getting involved at grass roots

It's all well and good talking about getting involved in the community, but do we?

At HugoFox we still hold true to our founding principle of keeping things local and giving back to the community in which we live.

As a result, we've sponsored over 300 youth and adult sports teams across the UK and are a keen supporter of many local charities, national awareness events and school projects.

Parishes and local community sponsorships

Our community listings are the ideal way for charities, clubs and local organisations to raise awareness of what they do and publicise events and fundraisers – without it costing a penny.

In addition, since HugoFox News was launched in 2011 we've worked hard to bring people's attention to what's going on in their community, also promoting important causes and events via our social media pages.

Testimonials

It's really smart, easy to use and saves me time and money

helen carlile

Webmaster, Woolton Hill
Community website

Having listed my event on your community pages we had the best open day ever. A record number of people came through the gate.
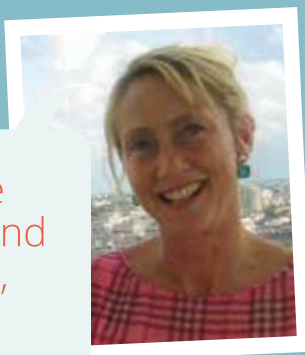
Publicity Officer,
Twyford Water Works

geoff bailey

HugoFox enabled me to create a website that looks fantastic and is easily searchable. As a result, I now have a lot of interested people finding my site.

Artist

arabella ross

Communities already on HugoFox

Naomi House children's hospice

BedfordshireFA

maggie's

overton rugby.com

National Trust

Royal Horticultural Society

hfm HAMPSHIRE FARMERS' MARKETS

HAWK CONSERVANCY TRUST

Headway

ngs gardens open for charity

Dyslexia Research Trust

IWM IMPERIAL WAR MUSEUMS

How to get started

Go to www.hugofox.com

Click on **Login**, register for your free account and start creating your community website.

Need help? email us **team@hugofox.com** and we'll get right back to you!

Alternatively, have a chat to our friendly team by calling **01635 291 271**

Contact and team

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Graphic Designer

Community

Rebecca Stephens MBE
Community Speaker