Connect with your community

Let HugoFox show you how

Everything we do for communities, we do for ***free.***

www.HugoFox.com

An easy way to connect your community online

If you're a leader in your community - perhaps a parish clerk or club organiser - you'll know that a voluntary role can sometimes feel like a full-time job.

That's especially true when it comes to getting things sorted out online. The internet is supposed to make our lives easier, but sometimes it just seems to make *your* life 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 community an easy and powerful way of engaging with members, residents and visitors.

A HugoFox website is quick to set up, flexible and easy to use. We don't add any advertising, we earn our revenue from our work with businesses.

Everything we do for communities, we do for free.

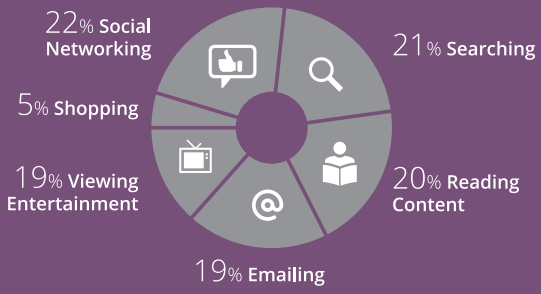
Sound interesting?

Read on to find out more.

What are HugoFox communities?

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

How people spend their time on the internet



73%

of all online activity is related to local content.

Visitors to HugoFox look at:

3 catergories EVERY time they visit on average.

HugoFox allows visitors to browse for all things 'local'.

For example, visitors searching for a new job are also likely to browse for events, offers and businesses within their area.

Bring your community together on **HugoFox**

Our catergories

- Offers
- Cars
- Property
- Community
- News
- Events
- Jobs
- Businesses

People are searching for local information all the time. Build a search-friendly web presence with HugoFox *to capture a bigger audience.*

What features make HugoFox the right choice for you?

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

Visit www.wooltonhill.com 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.

Social media can be integrated with HugoFox, and we support links and 'like' buttons from Facebook, Twitter and Google+, to increase your visibility. You can even embed your tweets, so they show up live on your community's 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 run through a simple, secure web page that allows you to add text and photos.

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.

10 key benefits, at a glance

1.

No set-up cost
or other fees

2.

You can advertise
jobs, events, offers
and local news for free

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**

Use your own
domain name

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

Mobile and tablet friendly website

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

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

Eliminate your website costs.

Save your valuable time by listing your community on HugoFox.

Surely there must be a catch?

How does HugoFox make money?

You can set up a HugoFox website for your community free of charge.

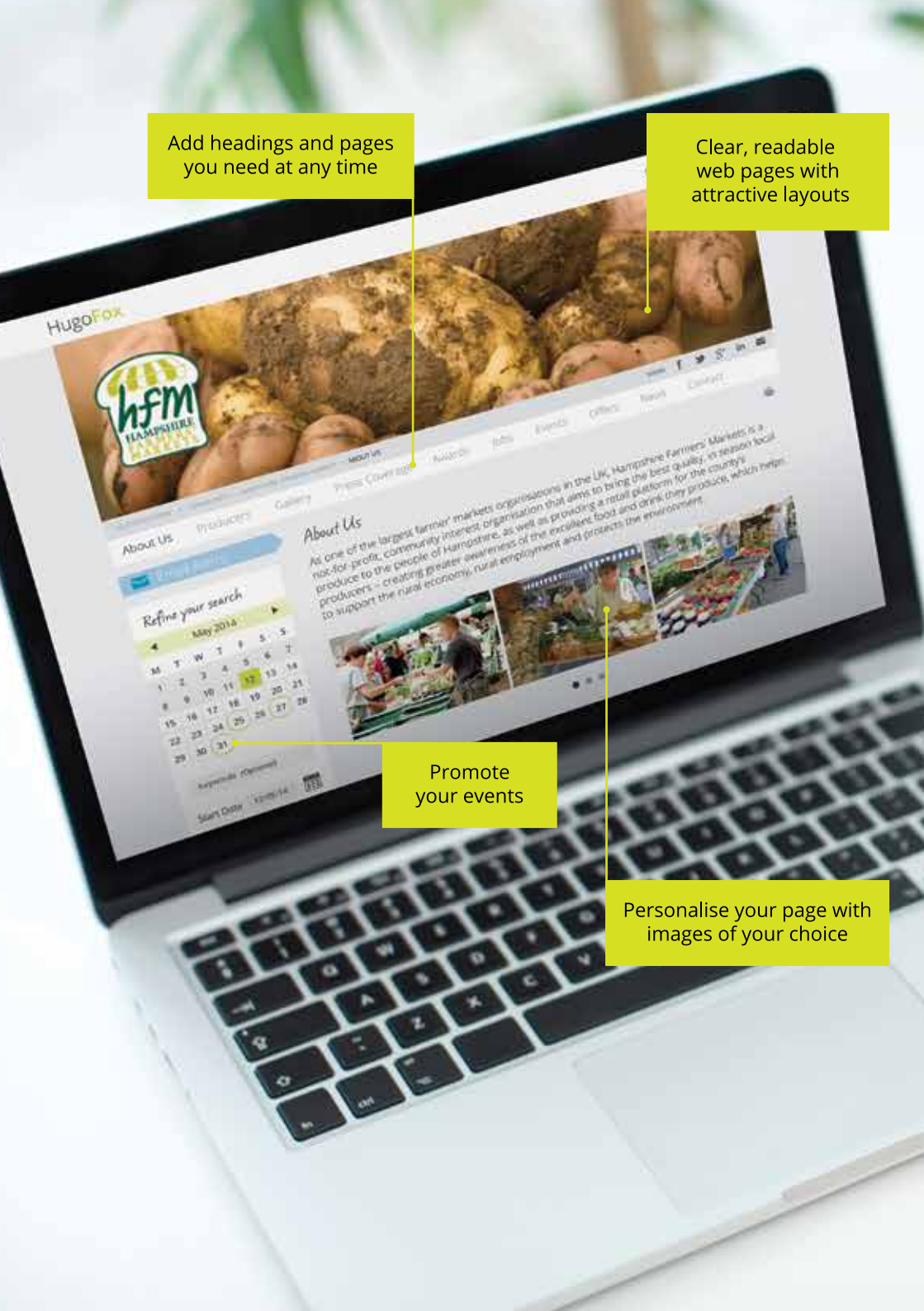
People often ask us how this works. Surely there must be a catch?

There isn't.

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

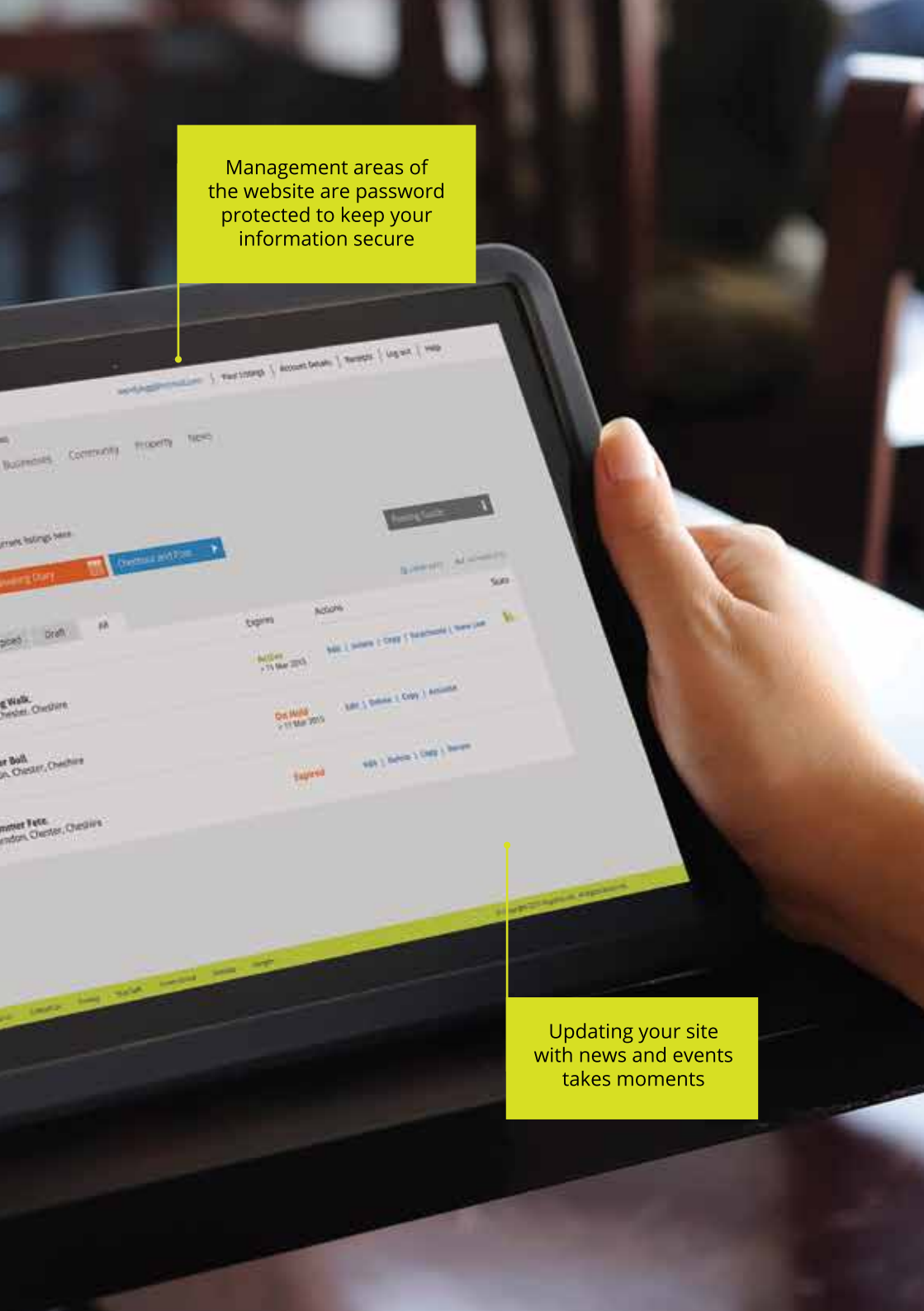
Bringing local communities on board helps us spread the word and build our brand across the UK, so we can attract more business customers. In return, we offer communities free access to our services.

We're an ethically-based business. We're genuinely committed to helping communities and not-for-profit organisations. If you want to find out more about why we do this, you can read about the history of HugoFox on page 17.


Add headings and pages you need at any time
Clear, readable web pages with attractive layouts
Promote your events
Personalise your page with images of your choice
HugoFox
hfm
HAMPSHIRE
About Us
Producers
Gallery
Press Coverage
Awards
Jobs
Events
Offers
News
Contact
About Us
As one of the largest farmer markets organisations in the UK, Hampshire Farmers' Markets is a not-for-profit, community interest organisation that aims to bring the best quality, in season local produce to the people of Hampshire, as well as providing a retail platform for the county's producers – creating greater awareness of the excellent food and drink they produce, which helps to support the rural economy, rural employment and protects the environment.
Refine your search
May 2014
Start Date

How HugoFox works

Your account area
(event listings)


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

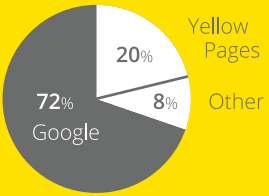
In 2013 **Google+** had more traffic than Twitter, Facebook, Pinterest and Linkedin combined

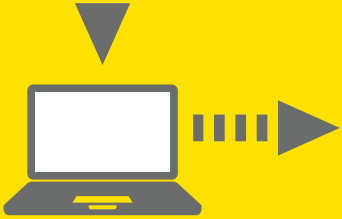
53% g+ f **22%** **18%**

90%

of consumers now move between multiple devices to accomplish their goals

How do people find local businesses, products and services?



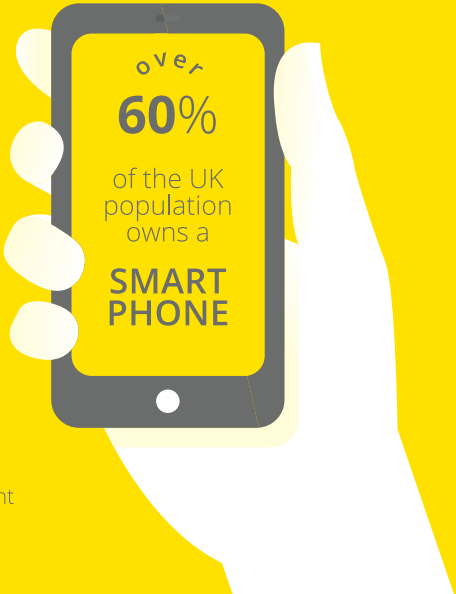


81% **Browsing the internet**

Popular cross-device activities

67% **Shopping online**

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



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

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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HugoFox

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