

CSR Membership

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Business in Berkshire is an incredibly successful website for those looking to see their news flying high on the search engines. Today, business people who have a need for something will Google it. March 2007 saw 87,000 visitors to 391,000 pages of Business in Berkshire and April is following the same rhythm.

80% of all the articles we ran in January, February and March 2007 achieved a page one listing on Google!

We provide web space within our main site for companies, organisations and individuals to get their message out to the world. They add news stories and we send them out to our 3-4,000 daily readers. A bunch of people click through and the next time the search engines stroll by they see it's popular and pull it up the rankings.



We happily provide charities with space on our website for FREE which they appreciate but tend to under utilise. Why, because of resources.

Our CSR Membership is aimed at corporate organisations looking to help the communities in which they live. The space on Business in Berkshire allows them to shout about what they are doing for the local charities. It can also be used to promote their products and services.

**The cost is
£1,800 + Vat per year.
This will fund**

- The company BinB website which they manage in house to ensure consistency of message
- 30% of CSR Membership fee will be donated to a local charity (£540)
- One of our journalists will connect with the charity on a monthly basis and pull together 1 or 2 stories which will be written up and a PDF created. The stories will be sent out to our readers, people will click and the search engine profile increased.

The PDF's can also be used by the charities in reception or as part of a mail shot. The story could be a competition or any other content which can benefit their cause.

Business in Berkshire will increase the charity contribution to a cool £2,000 for any charity that introduces us to 3 organisations that take up this tremendous offer. Call 01753 852904 for more information.

www.csrmembership.co.uk

