

Sculptures of the Wild

When Jon first approached me, I was a little unsure about what being a part of the Business in Berkshire network meant.

Although I understood the benefits – publicity, my own website and total creative control – I found it difficult to understand how advertising to a predominantly business orientated community could boost the sales of my artwork. However, now that my personal website

is up and running, I believe that I made an excellent choice by joining business in Berkshire. To begin with, they are an extremely professional organisation whose combination of promptness, efficiency and vision has not only meant that my personal website was created swiftly, but that it was also treated with consideration, care and an individuality that is hard to come by in the business world.

As an artist, I value my integrity more than anything else. With Business in Berkshire, I felt that this integrity was never in any jeopardy. My artworks were not treated merely as commodities, but as items of artistic and cultural importance. This shows through in the website's design, which perfectly fits the nature of my work, treating my art with respect and individuality. As a result, I believe that my website shows exactly what it is that I am about – from the overall design to the content of the pages.

It perhaps wasn't until a week later that I realised the additional benefits of Business in Berkshire. Browsing on the internet, I decided to type in my website's name – 'Sculptures of the Wild' – and, to my delight, it appeared top of Google. Now, through clever management of my site, if I type in 'Wildlife Sculptures England', my website appears at number three in Google and that's out of a possible 845,000 results!

It is clear to me now what being a part of Business in Berkshire means. It means being treated with respect, with understanding, with professionalism and, on top of all this, it means superb publicity.



www.businessinberkshire.co.uk/sallyamoore/

