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## PURPOSE OF THE SITE

- A web presence for Lewes Women in Business so that when people hear about us they can find out more.
- As LWB's reputation grows, the website will be a means of attracting customers to LWB members' businesses.
- A way of attracting new members.
- We will use high quality photography, content and graphics to show that we are professional, welcoming, inclusive and dynamic.
- To offer an additional web presence to our members by means of their professional profiles. Each member will have their own section, a headshot and a means of contact for the site visitor, or a link to their own website.
- A way of members promoting LWB to others by pointing them towards our website.

## LWB DIRECTORY - PROFESSIONAL PROFILES

Each new member will be asked to provide approximately 200 words describing what they do and an indication of where they would like the visitor to their profile page to be directed.

This might just be a *Contact* button link to their email, or a link to their website.

For the sake of consistency of quality each member will be asked to have her headshot taken by Katie Vandyck (member of LWB and the creator of the website). We would hope to be able to achieve this either before, during or after LWB meetings.

There is an admin cost for adding members' details to the website which will be a £25.00 one-off payment. The photo remains the property of LWB and is not for use elsewhere.