Connect with **your** community

HugoFox, Connecting Communities

Everything we do, we do for communities

An easy way to connect your community online

If you're a leader in your community - perhaps a volunteer 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.

Our websites are supported by our 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
- Village/town websites

How people spend their time on the internet

22% **Social Networking**

5% **Shopping**

19% **Viewing Entertainment**

21% **Searching**

20% **Reading Content**

19% **Emailing**

73%
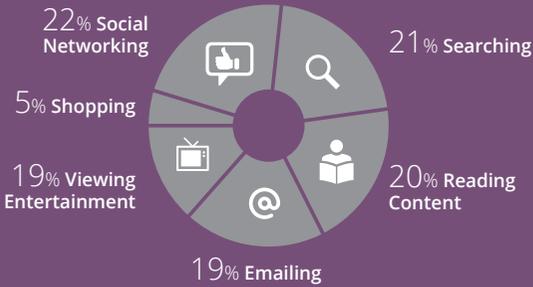
of all online activity is related to local content.

Visitors to HugoFox look at:

3

categories EVERY time they visit on average.

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

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

Bring your community together on **HugoFox**

Our Categories

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: using our simple to use site builder, you can create your website in no time at all. 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 our UK community hub at HugoFox.com

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. You can even make changes and add content using your phone or tablet!

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.

Connect with us

f facebook.com/HugoFoxNews

🐦 twitter.com/hugofox

G+ plus.google.com

10 key benefits, at a glance
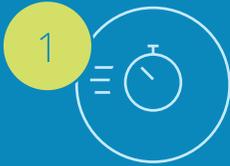
1 **Create your own site** quickly and easily.

2 **You can advertise** your local news, events, offers and jobs for free.

3 **No contract**. You'll stay because you want to!

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

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

6 www.

Use your own **domain name**.

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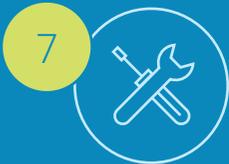
Easy to create, edit and manage. No technical knowledge needed.

8 g+
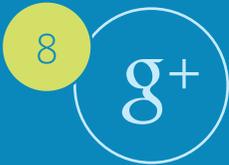
Help developing or adding a local **Google+** listing.

9

Mobile and tablet friendly website.

10

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 up a UK-wide hub for communities, businesses, advertisers, job seekers, charities, sports teams and other organisations. All contribute to our community: the only difference between them is that local councils or those using HugoFox to promote their businesses pay us at a commercial rate, while other 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

Works equally well on desktop computer and mobile devices

Promote your events

Personalise your page with images of your choice

How HugoFox works

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

Management areas of the website are password protected to keep your information secure

Add text and images easily

Updating your site with news and events takes moments

Your account area
(event listings)

75%

of people in the UK access the internet daily

73%

of adults are now accessing the internet 'on the go' using a mobile device or smartphone

How do people find local organisations, services, products and businesses?

82% Google
10% Yellow Pages
8% Other

Popular cross-device activities
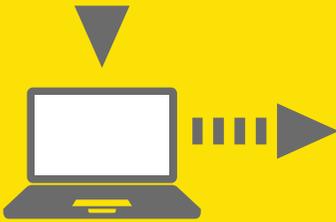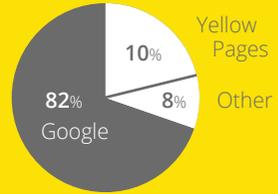
81%
Browsing the internet

67%
Shopping online

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

over
85%

UK 16-75 year olds 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 & an understanding of the Internet, and 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 site, 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 optimization (SEO) good practice. All HugoFox sites are built according to Google's recommendations, so the search engine will never have a problem finding your news and events.

Another big advantage comes from your website being supported by the UK-wide HugoFox hub; the links created between these community sites results in faster and greater visibility on Google and other search engines.

Mobile

As of 2017, over half (58%) of 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.

❝ Our vision is for HugoFox to become synonymous with *local community* services and activities up and down the country and become the UK's *'go-to'* site. ❞

Michael Thompson
HugoFox Founder

About HugoFox

The HugoFox ethos is about community, 'keeping it local' and 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 site 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.

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

Where communities come together

A small sample of the many organisations benefiting from the HugoFox Hub:
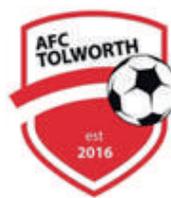
How to get started

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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