



HALAL.com.au

australia's first comprehensive halal dining guide



Promoting your Halal
Restaurant or Cafe
Online...

HALAL.COM.AU PACKAGE CATALOGUE
2004 - 2005

www.halal.com.au

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What is halal.com.au?

halal.com.au is a web site designed to promote Halal restaurants and cafes (and take-aways, bakeries, any type of eatery) around Australia. The concept is to be an extensive index providing diners around the country (including visitors to Australia) a handy resource to look up the nearest Halal eatery to suit their taste. Think of it as an online version of the Phone Book, only it is specifically targeted (ie. it exclusively lists Halal eateries and no other businesses), and it provides a lot more information to the general public than can fit in a Phone Book.

How can halal.com.au help my eatery?

Because halal.com.au is targeted at a very specific audience, restaurants and cafes appearing on the web site are provided with a great way of exposing their business to a wide range of potential customers looking for exactly what you are offering... great Halal food! Promoting your eatery has never been easier.

How is halal.com.au better for my business than other promotional methods?

We believe that promoting your eatery through halal.com.au is easier, cheaper and more effective than any other means of advertising, INCLUDING the Phone Book. It also gives customers more information about your eatery than a TV, radio, magazine, or newspaper advertisement ever could.

- halal.com.au gives diners an up to date, 24 hours a day, seven days a week promotion of what your eatery has to offer, as well as instructions on how to get there. That is the sort of exposure that other means of promoting your business can only hope to emulate.

- Promoting your eatery through halal.com.au means that your business is being targeted directly at your core market: people looking for halal eateries.

- Your Return On Investment (ROI) is very quick due to our low fees and high level of exposure, meaning that a listing on halal.com.au will pay for itself in increased business in no time.

- Once you are in the halal.com.au system, we take care of all of the promotion. All you have to do is fill out our signup form and we do the rest. We are constantly exploring new avenues for promoting the halal.com.au system, and as our popularity grows, so does yours!

- Early figures have shown the major popularity of our system. Even BEFORE the official web site launch, BEFORE we had promoted the system in any way, halal.com.au was receiving 50 visitors every hour. That's 1200 people every day looking for a Halal restaurant or cafe on our web site... imagine what that kind of targeted exposure could do for your business!

So what exactly does halal.com.au offer and how much does it cost?

We have developed a collection of promotional listing packages, all of them aimed at boosting your business. Our packages span a wide range to suit any Halal eatery, no matter how big or small. The following pages outline the specific details of each halal.com.au promotional package including prices.

BRONZE Promotional Package



- Price:** Free
- Details:** A small listing that displays your eatery's name and phone number
- Best For:** Smaller eateries who want to be found easily by people who already know about them
- Benefits:** Similar to a one line ad in the Phone Book: makes it easier for people to find you if they know what they are looking for

Example Bronze Eatery	Ph: 02 9999 9999
YOUR EATERY HERE	Ph: 02 9999 9999
Example Bronze Eatery	Ph: 02 9999 9999

SILVER Promotional Package



- Price:** \$110 per year (GST inclusive)
- Details:**
- A medium sized listing displaying your logo or a photo
 - Also includes your phone number, address, and a brief description of your eatery
 - SILVER package also gives all customers a street map of your eatery to help them find you.
- Best For:** Small or medium sized restaurants, cafes and takeaways who want to promote their business and want to give some brief information to customers
- Benefits:** Similar to a quarter page ad in the Phone Book: gives a quick run down of your eatery, and basic information for customers to find you

Your Eatery Here [VIEW MAP](#)

123 Example St., Sydney, NSW, 2000
Ph: 02 9999 9999

* Open 7 Days & 7 Nights * Lunch & Dinner * Relax in our friendly atmosphere
* SPECIAL OFFER : Mention this ad and receive 10% off your bill!

GOLD Promotional Package



Price: \$440 per year (GST inclusive)

Details:

- The GOLD package is our most popular package
- Includes a comprehensive listing of your eatery, giving a lot of information including:
 - Your Eatery's Name, logo/photo and a detailed description of what you offer
 - Displays your address, phone number, and even email address
 - Tells customers what days and times you are open
 - Customers can see what type and category of eatery you have
 - Also includes a detailed street map of your eatery with directions on how to get there from any location in Australia
- The GOLD Package also includes a web site to promote your eatery, containing:
 - A more detailed description and favourable review of your eatery
 - Details on your special features (eg. if you deliver, provide catering, etc.)
 - Your complete menu, giving customers an exact idea of what they can order
 - Full contact information including instructions on how customers can make bookings, reservations or orders
 - Your web site also includes a feature to let people vote for your eatery.

If you receive enough votes, your eatery will be showcased in the "Top 10 Halal Eateries" section of halal.com.au. Appearing in this list is a great way to promote the business, as all of the thousands of visitors to our web site will see a link to the "Top 10 Halal Eateries" on every page throughout our site.

Best For:

Any eatery serious about promoting their business and attracting new customers

Benefits:

- Your listing will appear at the top of the page whenever a customer looks through the list of eateries, ensuring that most of our thousands of visitors will see your ad
- Your listing gives full and comprehensive information to the customer, meaning they are a lot more likely to choose your eatery
- You get your own personalised web site, promoting your eatery and giving a full menu, contact details and even a street map with directions on how to get to your eatery... a web site of this scope could cost thousands of dollars if purchased through other means!

QUICK INFO

Example Eatery
123 Example St., Sydney,
NSW 2000

Open: Mon-Fri 1pm-1am,
Weekends 1pm-2am

Phone: 02 9999 9999
Email:
reservations@youreatery.com

www.halal.com.au/youreatery

Your GOLD status Eatery Here

Full description of your eatery can go here, describing exactly what your eatery offers. Particularly a good area to mention any special offers that you may be offering, as your own personalised web site will give more details.

Eatery Type: Turkish
Eatery Category: Restaurant
Diner's Rating: 9.9 / 10

[VIEW MAP](#) [VIEW WEB SITE](#)



PLATINUM Promotional Package

Price: \$594 per year (GST inclusive)

Details:

- Includes ALL features from the GOLD package, including top ranking listing and your own personal web site (see GOLD PACKAGE on previous page for more details)
- Also includes a banner advertising campaign throughout halal.com.au
- We create the banner advertisement specifically for your eatery, and two of these banner ads are displayed on EVERY page throughout halal.com.au
- This means that thousands of customers will see a direct advertisement for your eatery every day, linking straight through to your own personalised web site

Best For:

Any eatery wishing to make a serious push into attracting new customers and making an impact on the halal market, particularly chains of restaurants and cafes

Benefits:

- Every page on halal.com.au contains two banner ads. This will link our thousands of visitors directly through to your own personalised web site (provided in this package).
- You get a personalised halal.com.au certificate to display in your eatery, showing your platinum member status
- Your listing will appear at the top of the page whenever a customer looks through the list of eateries, ensuring most of our thousands of visitors will see your ad
- Your listing gives full and comprehensive information to the customer, meaning they are a lot more likely to choose your eatery
- You get your own personalised web site, promoting your eatery and giving a full menu, contact details and even a street map with directions on how to get to your eatery... a web site of this scope could cost thousands of dollars if purchased through other means!

Too Banner Advertisement Here!

www.halal.com.au/youreatery

HALAL EATERY OF THE MONTH Package

Price: \$220 once off payment (GST inclusive)

Details:

- This package allows you to submit a review of your own eatery
- This review will appear as a feature article on the front page of the halal.com.au web site, meaning that thousands of people every day will immediately be provided with an article promoting your restaurant
- This article can include photos, menus, etc. as well as a favourable write up promoting your eatery
- If you have a GOLD or PLATINUM membership with halal.com.au, the article will also contain a direct link to your web site (web site provided with GOLD and PLATINUM memberships)
- This article will stay on our front page for an entire month, meaning anyone who visits our site in that month (up to 36 000 visitors per month on our current figures!) will instantly see you as the “Halal Eatery of the Month”, which is sure to generate some good custom

Best For:

- Any eatery with GOLD or PLATINUM membership to halal.com.au as your “Halal Eatery of the Month” article will link users to your own personalised web site (meaning you get the most out of this package)
- Any eatery wishing to attract a large amount of interest from a range of potential customers

Benefits:

- Every visitor to halal.com.au will see your eatery featured as the “Halal Eatery of the Month”, as there is a link to your article on EVERY page throughout halal.com.au
- A great way to attract the maximum amount of new customers through our system

PACKAGE Comparison

Features Included...	BRONZE (Free)	SILVER (\$110 / yr)	GOLD (\$440 / yr)	PLATINUM (\$594 / yr)
Eatery Name & Phone Number	✓	✓	✓	✓
Address & Street Map		✓	✓	✓
Logo / Photo of your Eatery		✓	✓	✓
Description / Specials		✓	✓	✓
Opening Times & Email Address			✓	✓
Diner's Rating / Top 10 Eateries			✓	✓
Appear at the top of all Listings			✓	✓
Eatery's own web site (including Menu)			✓	✓
Banner Advertising on halal.com.au				✓
halal.com.au Certificate				✓

HOW TO Sign Up

Once you have decided which package is right for promoting your business, all you have to do is visit our web site at:

www.halal.com.au

Go to the “**Add your Eatery**” section. Follow the instructions from there and you will be on your way to promoting your eatery to a whole new range of customers. We trust your experience with halal.com.au will be a pleasant and fruitful one. Don't let your halal eatery fall behind... let our system help boost your business today!

For more information, please contact us through the “**Contact**” section of our web site, or email us at: **info@halal.com.au**

