

## Website Improvement Services



evaluate

### Website Evaluations

Ideal for managers who want to learn why their website does not generate a substantial return, this 35-point diagnosis uncovers the elements (or lack of elements) contributing to the problem. This thorough analysis helps you understand strategies like how to better influence each customer's buying decision, how to effectively capture website sales leads, and how to become more profitable online. Our written evaluations are fully loaded with detailed recommendations and solutions that are guaranteed to improve the effectiveness of your website.



plan

### Website Strategic Planning & Coaching

Ideal for the company that recognizes the advantage of a business-focused website, this plan builds the foundation for your online endeavors. Before the first graphic is created or the first line of source code is written, we assess your target market's behavior, translate your business objectives into functional design requirements, and provide structure to the development process. Beneficial to both new and redesigned websites, our strategic planning process helps attract, convert and retain targeted visitors, as well as reduce development time and costly programming mistakes.



scout

### Website Competitive Intelligence & Scouting

Ideal for the company that wants to learn how its competitors conduct business online, this competitive analysis helps you make more informed business decisions regarding your own website. Learn how to capitalize on a competitor's weakness and determine your own risk areas after evaluating their strengths. Discover the strategies they use to build awareness, credibility, and customer loyalty. Competitive intelligence is an excellent starting point for your own online strategy.



measure

### Website Analysis & Measurement (with Google Analytics™)

Ideal for the company that wants to measure website effectiveness & advertising ROI, our proven process helps track and analyze Google Analytics™ reports against your business objectives (such as lead capture and online sales). We help set up goals & filters, determine the most appropriate success-related metrics, and establish all benchmarks. With regular analysis, we will help you pinpoint areas for website and advertising ROI improvement. Regular analysis can also help forecast sales figures for making more informed budgeting decisions.



improve

### Website Improvements & Web Development

Ideal for the company that wants bottom line improvements, this web development service helps you overcome specific business challenges by evaluating and improving each task (or click) that supports the objective. After a thorough analysis, we can help your website increase sales lead volume, increase customer conversion rates, increase "opt-in" rates and/or deploy stronger cross-sell and up-sell strategies. To properly measure ROI and the true impact of this service, our website improvements work best in tandem with our Website Analysis & Measurement service.