

Web Site Improvements



Ideal for managers who to learn why their Web site 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 Web site 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 Web site.

Maximize your Web site's profit potential by strengthening parts of the whole.

Not all struggling Web sites need replacement.

Let's take a look at a simple analogy. A newly hired salesman is constantly out in the field talking with prospective customers and appears to be great at getting appointments. After three weeks of routine evaluation and analysis, management discovers he's also great at gaining trust, using empathy and qualifying. However, the salesman appears to struggle with a very serious business challenge —closing the sale.

To maximize the salesman's profit potential, management must help him overcome the challenge of closing.

Now let's look at a commercial Web site. After proper evaluation, management identifies a major problem with the 'contact us' form. The analysis reveals almost perfect performance: 90% of Web site visitors pass the home page, 75% reach the contact form, but only 1% inquire via email. This Web site appears to struggle with a very serious business challenge —capturing a lead.

To maximize the Web site's profit potential, management must help it overcome the challenge of capturing a lead.

How will you overcome your specific business challenges?

Our result-driven consulting service will help you overcome many business challenges through proven enhancement strategies.

- Increase the number of returning Web site visitors
- Convert more Web site visitors into customers
- Improve up-sell, cross-sell and overall sales strategies
- Increase customer service ratings
- Reduce call center volume and more

"It's amazing how one simple change can make such a difference."

Our Web Site Improvements work best in tandem with our Web Site Analysis service or another evaluation methodology that can measure the impact of strategy and design changes.

What's next?

Call 630.788.9989 today to learn more