

Web Site Strategic Planning & Coaching



Ideal for the company that recognizes the advantage of a business-focused Web site, 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 Web sites, our strategic planning process helps attract, convert and retain targeted visitors, as well as reduce development time and costly programming mistakes.

Strategic planning is the difference between incurred cost and profit.

If you patiently wait for your Web site to magically flood your bank account full of profits you will continue to lose sleep at night.

Effect: Most Web sites fail to pull a visitor past its home page
Cause: Lack of planning

Effect: Most Web sites fail to make a sale or capture a lead
Cause: Lack of planning

Effect: Most businesses lose money when driving traffic to its Web site
Cause: Its Web site does not convert browsers into buyers (again, lack of planning)

Driving more traffic only results in more missed opportunities if your Web site does not convert visitors into customers.

Introducing the strategic planning process that will catapult your business from slow months of incurred cost to action-packed days of profit. Equip your business with guerrilla marketing tactics and other proven Internet strategies that improve bottom line.

- Leverage existing customer knowledge to qualify new prospects
- Drive targeted traffic and capture ultra qualified leads
- Start the selling process at first impression and convert browsers into buyers
- Make it irresistible for your visitors not to return
- Enjoy the profits as customers buy twice and three times
- Sleep easy when satisfied customers tell others, and your business grows

"A Web site without a plan will fail, but a plan composed of proven strategies is foolproof."

What's next?

Call 630.788.9989 today to learn more