

WEBSITE INVESTMENTS FOR EVERY BUSINESS

Attract your target market, increase business prospects & sales with website that does more. Small investments increase a website's power to promote products & services, attract visitors, convert them to prospects & serve your customer base.

Attract more visitors to your website who are actually looking for your products and services by using one or more of these web marketing techniques -

- Geography paragraph describing your sales region
- Local search listing in Google and Yahoo
- Website link in professional organization website(s)
- Display of prices, price points or sample prices
- Informative content-rich articles or Frequently Asked Questions (FAQ)

Convert visitors into prospects – build trust & compel visitors to contact you by the following website elements –

- Calls-to-action such as “Have a question? Ask us!”
- Easy-to-use contact form(s)
- Phone numbers and hours of operations
- Business address and/or mailing address
- Map and directions
- Shipping policies, return policies, clearly described sales region

Serve your current customers better by providing helpful resources online such as -

- Latest newsletter and event announcements
- Downloadable business forms, price lists, product specifications, etc.
- Details of promotions from direct mail announcements
- Customer service page or customer login

Present a professional presence – make sure your website runs smoothly and keep up with constantly changing browser & web technology with regular maintenance.

- Website maintenance check (every 3-4 months)
- Website technology refresh (every 1-2 years)
- Website redesign to reflect your growing business (every 3-5 yrs)



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