



The Creative Edge

Ideas to Improve Your Bottom Line



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Is Your Website Working For You? **1**

The statistics are in:

- 53% of consumers say they shop online, as long as they can do so through secure shopping carts.
- 66% of consumers have shifted their buying habits to include the Internet.
- 46% of consumers say they use the Internet to do their shopping from home—online—at night.

Projections Are:

- 77% of the online population over the age of 13 will shop online in 2007.

Is Your Website Working For You?

Ok, so the Internet is big...very big. Over 2 billion Internet users worldwide and growing daily.

The statistics are in—consumers turn to the Internet to get information and shop for products 7:1 over traditional means such as the phone book.

Today's world is a busy place for families and the workplace. It isn't surprising that when we need information at the office we look for it online. When we get home and put the kids to bed we turn to the internet to get information, find a good doctor, attorney, dentist, or veterinarian, and shop for those upcoming birthdays. The internet has become so mainstream that customers expect businesses to have a website. For the business owner it is the most cost effective way to communicate their product and service offerings.

It is only natural as a business owner to want to make sure that their online presence is effective. How can businesses improve their online presence to gain more market share?

Here are a few key points to consider.

Does your website project your

corporate image in a professional manner?

Does your website effectively communicate your products, services and areas of expertise to the marketplace?

Is your website saving you time and money?

Is your website helping you to increase revenue and decrease expenses?

Are you providing a way for your customers or target market to provide you with feedback and request additional information?

Are you using your website as a tool to stay in touch with existing customers and prospective customers?

Is your website easy to navigate and is it easy for customers or your target market to get the information they are looking for quickly and efficiently?

Does your website improve customer service?

Is your website being updated to keep it current and fresh or is it just an online brochure?

What are you doing to drive traffic to your website?



**Stay competitive.
What are your rivals doing?**

You may have identified a few areas where you would like to improve your website to make it more effective for you and your customers.

Some suggestions:

Make sure that your home page immediately provides information about your products, services and areas of expertise. Be sure to provide easy navigation and direction for your customer to get more information.

You want your website working for you 24 hours a day, 7 days a week. So it is important to provide the most basic information your customer needs—like business hours and contact information.

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Is Your Website Working For You? - Cont'd

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You will also want to include a map of your location and driving directions. Many people will be looking at your website after hours so it's important to take note of common questions provide the answers to these questions on your website. It is also important to provide a feedback form so that customers can submit inquiries or questions outside of business hours.

This cuts down calls to your office to get basic information

and increases inquiries into your products or services.

Provide a contact form linked to an online contact database so you can manage existing and new contacts made through your website.

This allows you to stay in contact with current and prospective customers with product updates, success stories, newsletters, direct mail



It costs a lot more to obtain a new customer than to keep an existing customer. Use your website as a tool to stay in front of your customers.

campaigns, special offers, industry news, etc. It is also a great way to distribute annual reviews and reminders, appointment reminders, feature additional services, provide education, or highlight a new member of your team just to name a few.

It costs a lot more to obtain a new customer than to keep an existing customer. Use your website as a tool to stay in

front of your customers. The way to accomplish this will depend on the type of business you are in and is key to your success.

Before launching a strategy it is prudent to consult with a professional marketing/communications firm such as Dovetail Marketing.

Dovetail Marketing is a professional services marketing firm with more than 15 years experience in the industry helping clients take their business to the next level.

Let Dovetail Marketing help you better position your company and realize your full market potential. We can help you develop a new presence on the web or reengineer your existing web solution to maximize your exposure, project your corporate image and effectively communicate your areas of expertise in the marketplace.

Dovetail Marketing offers a simple, comprehensive, all inclusive web solution without any hidden costs.

Professional web site development, design and hosting solutions from marketing professionals that know how to position and enhance your image.

Take control of your online presence with our custom back end administration and management tool, which allows your staff to easily manage and update your site and database(s) with WYSIWYG (What You See Is What You Get) web site editing tools if desired.

- Unlimited Live Tech Support Monday through Saturday
- Database Applications
- Contact Management Solutions
- Email Solutions
- Calendars
- Web site translation to up to 6 languages
- Flash
- Forms Manager
- Site Promotion and Statistics
- Company Intranet Solutions
- Interactive maps with driving directions
- Web Site Permissions and Password Protected Pages
- Site Search and Search Results

...and more with 550MB web site storage, and 1 GIG email storage, unlimited bandwidth/hits, all hosted on our ultra secure servers that require biometric hand recognition for access, 24/7 on-site, remote and motion sensor security, equipped with anti-earthquake protection, uninterruptible power supply, multiple HVAC units, and dual-layer firewall protection.

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