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WEBPRO'S accolades include performing work and consulting for the Department of Homeland Security and middle tier markets such as Biotech, Medical, Banking, Consumables, Manufacturing, Retail, Wholesale, Transportation, Telecommunications, Aerospace, Legal and Regulatory.

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WEBSITE SURVIVAL FOR 2008: Things to Consider

by Bennie Warshaw, WEBPRO International Inc.

Hopefully your objective this year is to promote the growth sales via of new customers online. Sometimes the biggest challenge in accomplishing this goal is letting go and listening to a professional on how to organize site content. The value of the message should always be front and center leading to a read more statement if need be. The last thing you want to do is stand on a soapbox too long or you'll impede the sales cycle. Remember, your opening statement should end with an immediate direction to close the sale.

The ultimate key (and there are many) that opens the door that leads the customer on a two click path (to point click and buy or pick up a phone) is the most critical. Creating a clever motivational statement must be well articulated not only to entice and build credibility for the customer but equally strategic to induce the search engines to visit and list your website. If this balance isn't achieved then you'll be hard-pressed to build your bottom line.

Not only did industries across the board increase their level of spending on the web last quarter but will continue to be even more aggressive in 2008. Companies are now reallocating dollars, pulling back on TV, radio and print because web agencies like WEBPRO.COM can give a new method of streaming rich web media and news with greater circulation all-the-while placing the customer in control.

Well that's outlandish! Placing the customer in control? Then we can't nickel and dime them to death. Most web companies make their money as do most industries because of service. Getting a client is of course the first and hardest step but keeping them profitable and happy is also letting them take control of the wheel. This way the customer can continue to shape and promote their value statement at will.

Finding the right company to deliver the deliverables on the other hand usually poses a nerve racking decision for any company looking to make its mark on the internet.

How long should you stay with a web firm that isn't producing measured results?

We've been asked similar questions but being that I brought it up will all depend on the strength of your message. Simply giving content to a webmaster that creates a stack of static pages probably won't produce the results unless these "pages" hold intrinsic value to the customer. Web traffic is something that we are accountable for and can deliver measurable results. Even if your product is viable, it still takes time to generate interest from the almighty indexes like Yahoo and Google. This could happen in three weeks or six months. Although we do this very quickly, it's impossible to say exactly. I would caution anyone making a decision to run like the wind if any company promoting your website gives you a definite timeline.

If you want to size up a web design firm quickly, here are a few things you should consider.

- Ask yourself, does their website look good enough to do yours?
- If search marketing is part of the objective then where are they compared to the competition?
- How long in business?
- Check their Dunn's No# (Dunn and Bradstreet)
- Check with the local BBB (Better Business Bureau)
- Look at their portfolio and of course ask for references
- This is a big one. (Any broken links on their website?)
- How long should you wait for support and response
- Have a realistic budget based on reach and your industry If they're clueless about your company; run.

Keep in mind. There has to be a unique toolset or key point indicator that wins your vote in selecting the right web firm. Likeability is important but if they can't lead by example, you're definitely in the wrong place.