

Is Your Audience Flying Away From You?



Your website may be costing you valuable visitors. The look and feel of your website is 80% of the attraction for potential customers. Irrelevant and outdated content on your site can really hurt your business when clients are looking for precise information about your service or product.

Your website is the front door to your business on the Internet. It is an extension in cyberspace that allows you to create virtual relationships with your customers, suppliers, friends and neighbors. It is a world where the technology, at its best, becomes transparent and allows the meaning of your business to be clearly perceived.

In researching the status of small to medium-sized businesses currently on the web, while in it's time, FrontPage was the premiere web authoring tool; technology has made huge advancements in the manner of which websites are designed and maintained. Making your website not only informative, but also attractive is a sure fire way to get new and existing customers to notice you all over again. Wouldn't it be great to put all your company information that is requested day to day on your website, freeing you to venture out towards new business ideas while allowing your staff to utilize their time to get your business running like a well oiled machine?

There's Good News!

The cost of acquiring a top notch website with fresh content is literally at your fingertips! Once upon a time websites, especially for business owners, could cost thousands of dollars, depending on the features. Quality Web Designer's were hard to find which drove up the cost of having a website. This left many business owners scrambling for a do-it-yourself website solution. Great idea to get your name out there, however, it was a bad long-term solution for getting customers and keeping them.

Now with the expanded industry of web design and internet services, the cost for a quality website has dropped considerably and to your advantage! Now you can get a brand new site with high-end graphics and details to rival even the largest companies in your industry. Pick and choose from a smorgasbord of features within your budget.



What makes a Web site Successful?

These suggestions will help you understand some of the requirements that contribute to a well designed, appealing and successful website. Together they can be used as the basis of a plan for action.

Make your visitors feel welcome.

A successful website is one that makes your visitors feel welcome. By making your site 'customer orientated' not 'company orientated', you acknowledge the visitors presence and empower them to willingly participate.

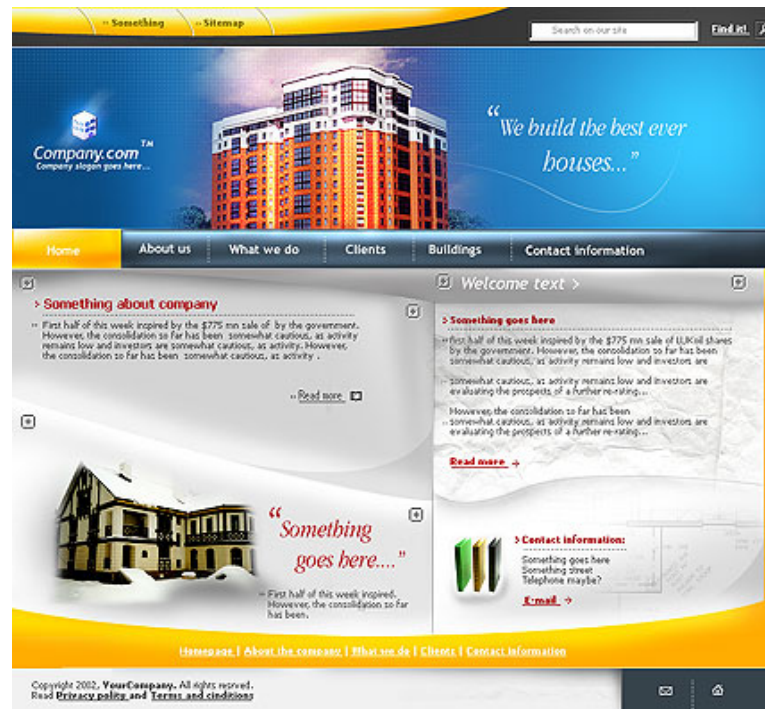
Have a well organized Home Page.

A home page should not only be your 'Front Door' but also provide a 'Table of Contents' to your site. It should provide an opportunity for your visitors to become customers by gently guiding them along the sales path.

Provide Tools and Tips

Provide your customers with strategies, success models, tips and techniques. A successful website places your company at the hub of the user's online community. Successful websites provide strategies and solutions that will make your visitors ready, willing and able to buy your products.

Integrated new and updated content (including high impact graphics) will definitely put your company on the map in cyberspace. We've proactively done our research to show you that we're serious about helping you move forward with your web presence.



Make it easy to navigate your site

Make options available so that your visitors can move easily between pages. Provide an explanation of where the link will take them. Make it easy to explore your site, yet always have access to home and featured pages readily available. Navigation tool bars and other linking icons and graphics should always have text alternatives.

Actively involve your visitor

A successful website actively involves the visitor in meaningful interactive activities. Provide two-way e-mail, forms and other interactive features. Feedback is essential! This also gives the customer a sense of participation and allows them to be part of the process. Give users access to specific key people in your company, rather than some anonymous "info@xyz.com." The great appeal of the Internet over most types of media is this unique interactive feature. Use It!



Create virtual relationships with your customers and suppliers.

Successful websites use community effectively. Be a responsible Net citizen. Understand the total community of your Web site. It goes beyond the traditional customer relationship of advertising. Carve out a lead role in that community.

Impressive Sites start at \$895

- 5 Page Web Site with High Impact Graphics (Depends on your business)
- 1 year Of Hosting
- 10 Email Addresses
- Top Level Search Engine Registration

Or Get a Customized Solution!

Our designers can create a high impact solution that will get the attention of your desired audience! With a combination of an Eye-catching website, motivating content that's relevant to your business, and strategic search engine optimization, you will see an increase in your customer base immediately.

If you would like to set up and appointment to see what Dzyne**Loft** can offer you, please contact your Account Representative below to set up an appointment to assess your needs and offer you a fair and competitive package to design or redesign your website. We also offer other services such as brochure design, web based catalog implementations (in a variety of formats), also print and digital media for your very important presentations.

Account Representative: Gena Alexander

Email: Galexand@dzyneoft.com

Phone Number: 877.376.1582

