

WEB PRESENCE SPEC SHEET

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“Today’s consumer expects a business to have a website. A professional site with valuable content establishes your authenticity and credibility. A website is a major differentiator between you and your competitor.”

What is the value of developing and maintaining a Web Presence?

A web presence frames the view clients and prospects have of you and contributes to first impressions. It is imperative that the world sees the legitimacy of the business upfront.

The foundation of a web presence is the website. 80% of companies said they gained sales by having a website.

A website must accomplish two things: 1) tell the audience what the business offers and ii) how to contact the business.

Email marketing services is the gateway to professional, effective campaigns that generate sales.

A social media profile must display a well-connected, successful business person. For clients, networking will reflect the level of concern you have for their livelihood.

Vicadea Concepts determines where your business falls on the

CONNECTIONS SPECTRUM



Considerations when developing a web presence?

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The decision to invest in building and maintaining a web presence begins with the following :

- Registering a Domain Name
- Subscribing to a Web Hosting Service (fast, stable, and secure)
- Developing a 'Brochure' Website
- Implementing an Email Marketing Strategy
- Profiling via Social Media Tools

Business depends on referrals and repeat business. Information available through a web presence can easily be distributed to clients and business prospects without incurring expensive printing charges and time consuming mailers.

Social Networking Tools enable businesses to open new channels of communication. Products, services and target markets will determine the tools which will be most beneficial to the business.

POTENTIAL WEB PRESENCE APPLICATIONS

Website

- focused 100% on client needs
- keyword optimization and alt text image descriptors
- contact details and location
- display information on products/services

Email Marketing

- high-impact newsletters remind clients of the business' existence
- branded appointment reminders
- analytics for target marketing
- boosts website traffic
- systematic, relationship-based, consistent contact program

LinkedIn

- enhances the personal brand
- provides access to new networks
- opportunity for recommendations
- focuses on professional life and accomplishments
- ability to join groups, listen to the conversation and then participate

INCLUDE ALL CONTACT LINKS IN YOUR AUTO SIGNATURE AND MARKETING COLLATERAL!

WEB PRESENCE ROADMAP

PACKAGE ASSESSMENT & PLAN

- + domain registration
- + webhosting
- + email forwarding
- + competitive analysis
- + well-organized site design & set-up
- + contact form
- + basic search engine optimization
- + search engine submission
- + email marketing program design
- + newsletter gateway
- + database loading
- + leverage social networking tools
- + custom logo design (optional)

PACKAGE ENHANCEMENTS

- + Blogging
- + Videos and Podcasts
- + Microblogging
- + Directory Submissions
- + RSS Feeds

Wordpress is an open source platform offering a powerful plugin structure, simple maintenance and is an affordable option in building your website. Wordpress functions as a blogging mechanism allowing for web presence growth.

INITIAL WEB PRESENCE PACKAGE

- + domain registration
- + web design
- + content copywriting
- + site updates and maintenance
- + establish LinkedIn profile
- + establish email marketing campaign
- + customize, deliver and summarize inaugural newsletter edition

Retainer service plans are available.