

What is the Purpose of Your Website?

Educate / Inform

- To make product or service information available to current customers
- To make product or service information available to distributors
- To serve the needs of current and future clients
- To explain our products and services
- To offer links to other relevant sites

Brand Building

- To enhance the professional image of your business
- To strengthen our position in the marketplace
- To strengthen brand identification

Generate Prospects

- To develop a list of qualified prospects

Selling Products

- Automated selling of your physical products
- Automated selling of your electronic/digital products

Selling Services

- Selling consulting/professional services

Streamline Business Systems

- Automated scheduling
- Event registration
- Recurring billing
- Backend / Staff Support Systems

Customer Support

- Online support systems
- Live Chat
- FAQ pages
- Online Manuals

Community Building

- To offer a virtual community, a place where users can interact with each other