

HOW TO BUILD A WEBSITE

for Breakthrough Success in the Now Internet Arena



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THE LANDSCAPE HAS CHANGED
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THE LANDSCAPE HAS CHANGED

the internet is a sophisticated arena.

its channels are richly integrated.

its canvas is vast and inviting.

the opportunities are endless...

if you grab the brushes to paint.

build a website for less than \$5 per month?

not to going to conjure up green pastures.



ready for greener pastures?

the internet didn't mature overnight.

though it has followed a logical progression.

web 1.0 (1993-2003) — websites talk at prospects.

web 2.0 (2004-today) — websites encourage interaction.

web 3.0 (drawing board) — websites enable supershopping.*

go ahead and google for a complete history lesson,

but the bottom line is shocking yet simple —

many are building websites for yesterday's market.

* *google web 3.0 for the wiki on how shopping will become highly automated.*



is your website a dinosaur?

prospects are pouring in from all directions.

some are there to shop and socialize.

others want to do business NOW.

still others are just bored.

these are the most fleeting of moments.

who or what is there to meet them?

**there are consumers, impulses and choices —
and what you do or do not do to influence action.**



a shopper is never <just browsing>.

ok — reality check time.

some reduced budgets with the recession.

others hesitate to invest in marketing

because they don't understand the technology.

many settle for quick, temporary fixes.

so, what's the dangerous reality?

customers often sign on as reluctant fans.

their loyalty goes to those who play for keeps.



time to get off the sideline.

14 REASONS TO GET STARTED TODAY

get stats on google traffic
plan for sustainable success
enhance your image and brand
communicate more effectively
build competitive advantage
attract more prospects

test new offers
receive instant feedback
sell more intelligently
capitalize on shopping
develop new streams of income
ensure repeat customers
keep everyone closer
update everything easily

OUR 7 STEP PROCESS

research

planning

art direction

copywriting

page generation

optimization

content push

WHAT YOU TAKE AWAY

market analysis from google

sound internet strategy

a brand new image

engaging features

specialized tools

"portable" content

one-on-one training

do-it-yourself updates

prospect emails and calls!

PRICING

a professional website starts at just \$975.

includes a first-class design, 5 pages and lead form —
built on the world's #1 rated content management system.*

require more pages? page 6 and beyond bill at \$180 each.

plug-in technologies range from \$50 to \$500 each.**

final estimate written to your specific needs.

payment plans are available via credit card.

EXHIBITS

download supporting documentation
includes portfolio samples and features on the
content management system, plug-in technologies,
ecommerce, market analysis, and optimization for pdas.

grab it here:

www.ericstownsendmarketing.com/services/website-brochure

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