

WEBSITE DEVELOPMENT & DESIGN / SERVICES

using better web content/design to build a high-value outreach & feedback hub

There is no way around the essential fact that nearly every business or service organization today should have a website, and a good one, for many obvious reasons. Yet many businesses still do not have one! The questions remain. Why don't they have a site – is it an issue of cost or *value*? If they want one, why won't they begin to build one now? And, for many . . . why doesn't the one they did build actually work very well?

The answers to the questions above probably – at their core – have a lot to do with an equally essential issue – the important and often ignored process and decision-making required by website 'owners'. They need to identify/align their business objectives (and key operational elements of their business model) with the contents, features, functions, and design opportunities available and the cost of implementing them. Our Development and Design (D&D) process insures good answers and a better website result.

A high ROI on your new website requires a D&D process that asks/answers:

- ▶ What audiences can/should be reached?
- ▶ What online behaviors do you seek from site visitors?
- ▶ What do these audiences need/expect?
- ▶ What ways are there to support those behaviors?
- ▶ What position will you establish with them?
- ▶ What is the lifetime value of customer or employee?
- ▶ What messages convey that position?
- ▶ What revenue/benefit increments define sufficient ROI?
- ▶ What text/image/graphic delivers the message?
- ▶ Given the above, what is your initial/maintenance budget?

At Sippel Glidden we believe that good websites enable great relationships – with prospects or partners, with customers or clients, with new and current employees, with suppliers, and other valuable audiences as well. Websites are communication hubs that can help establish and grow great relationships with people that will add 'lifetime' value to your business.

Why should you implement a Sippel Glidden Website Development/Design process now?

- Our initial consultation is free, we only proceed with your approval.
- The SG D&D process yields a solid justification/plan for moving ahead.
- You will understand what your web presence is and why it works.
- A step-by-step approach delivers utility with built-in affordability.
- The D&D process connects to other improvement opportunities.

Contact Sippel Glidden for a free, no-obligation consultation with one of our Web Development/Design specialists, or to request more information. Sippel Glidden is a professional advisory services and contract staffing practice, providing Governance and Leadership, Strategy/Planning, Finance, Marketing and Sales, Operations/IT, and Human Resources support.

Establishing an online **presence** that key **audiences** use and value **builds relationships and PROFIT!**

