



# Internet Solutions for *Your* Business

An Introductory Presentation

## Who We Are...

- WSI, the World's largest network of Certified Internet Business Consultants
- Leading brand of Internet Solutions designed to meet the unique needs of business
- Significant resources and experience to assist small- to medium-sized businesses
- Creating Internet Business Solutions since the early days of the Web
- Global Production Model—worldwide resources dedicated to creating unmatched local results

**FACT:** The Internet is global and so must we be. Over 1,200 offices in 87 countries worldwide—we operate on every continent! (except Antarctica)

# So What Is An Internet Consultant

- Expert in analyzing a business to uncover how the Internet can improve operations
- Interprets needs, communicates them to Production Centers for technical development
- Provides ongoing support and advice—does not disappear when the job is done



**FACT:** Internet Consultants are trusted business partners like your Accountant, Lawyer, Investment Advisor etc. You can count on them being there for you.

## What We Offer...

- 🔄 New site development
- 🔄 Existing site upgrades
- 🔄 e-Commerce Solutions
- 🔄 e-Learning Solutions
- 🔄 Traffic Generation
- 🔄 Visitor tracking and analysis
- 🔄 Secure Hosting & Business Support
- 🔄 Database Solutions
- 🔄 Online Inventory and Document Management Solutions
- 🔄 Internet Marketing
- 🔄 Customer Service solutions
- 🔄 ...whatever you need!

**FACT:** Our years of experience in this industry means we've developed thousands of Internet Solutions—with that background we can build the right one for you too.

# Why Most Websites Don't Work

- 🔄 Poor Design
- 🔄 Insufficient visitor traffic
- 🔄 Inadequate maintenance
- 🔄 No correlation with business objectives
- 🔄 No Accountability
- 🔄 No way to measure ROI

**“65 percent of Internet users surveyed won't patronize a poorly designed site — even that of a favorite brand; 30 percent reported that website design is more important than a great product.”**

*Source: CyberAtlas*

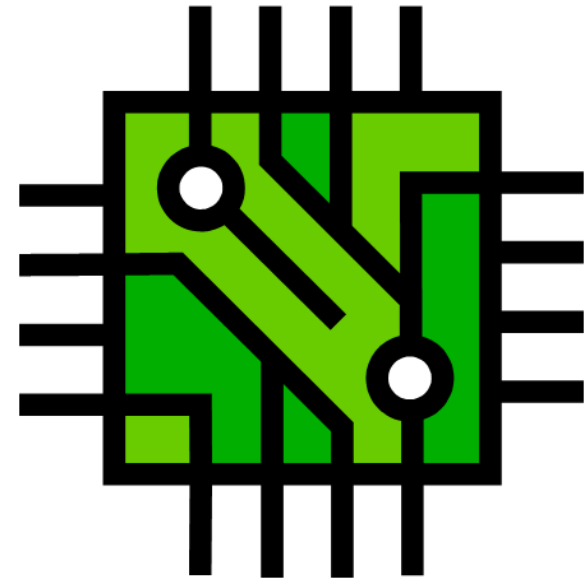
**...An Ineffective Website = Lost Revenue**

**FACT: A website should not be viewed as an expense to your business; it should be an investment with measurable results.**

# “ABCs of Internet Business Success”

## (A) Advanced Technology:

- Database-driven content
- Multimedia and Flash
- Online Presentations
- Powerful e-Commerce
- e-Learning Applications
- Intranets and Extranets
- E-mail and Target Marketing



FACT: Our Modular Development Technology allows us to build an advanced, customized solution in less time and for less cost than traditional “web developers”.

# “ABCs of Internet Business Success”

## (B) Be Found:

- 🔄 Search Engine Optimization
- 🔄 Guaranteed Inclusion Strategies
- 🔄 Pay-Per-Click
- 🔄 Affiliate Marketing
- 🔄 B2C Advertising



Your customers are looking... will they find you?

**FACT:** Being listed in search engines isn't as easy as it used to be, nor is it enough. Website traffic generation requires a more complex strategy on today's Internet.

# “ABCs of Internet Business Success”

## (C) Consulting Services:

- 🌀 Unique services provided at the local level
  - **Internet Business Discovery & Analysis (IBDA)**
  - Specialized Internet Business Strategies unique to individual business needs/objectives
  - Support as the Internet and your business evolves
  - Business Partner Relationship focused on your Business Success
  - Advice/Recommendation on converting traffic to sales
  - Selecting and implementing the “right” technology to provide a return on investment (ROI)

**FACT:** Combining global development resources with experienced and trusted local representation is what sets us apart in the Internet Solutions industry.

# Final Thoughts

- **According to a survey of business owners:**
  - 77% agree that a Website is a **"must have"** for their business;
  - 60% **wish they had built a Website for their business sooner;**
  - 85% would also advise **other business owners to have a Website;**
  - 93% of business owners who have implemented a “Be Found” campaign **have received an ROI within 18 months.**
  - 72% of business with a website **reported an increase in sales inquiries.**

—Source: *Cyber Atlas, Microsoft, Gartner*



# **WHAT SOME CUSTOMERS... ...SAY ABOUT US**

# Testimonials

- 🔄 “Working with the professionals at WSI to develop our e-strategy was one of the best decisions we’ve made. Their industry knowledge, project management skills, and strategic insight helped us to develop not only a fantastic website, but also a solid plan to fully utilize the online channel to help the credit union achieve its goals. They have been a great partner.” ***Diane B.***
- 🔄 “The personnel are great to work with. They not only have technical expertise but also an aesthetic sense of how a successful site should look – colors, graphics, layout, etc. They’re not afraid to say, ‘No, you don’t need that but try this instead.’ My site saves me hours of time because instead of mailing samples, potential clients can go there to see my work. Plus, I can edit my own content and change my portfolio at any time.” ***Jane P. S.***

# Testimonials

“I interviewed five or six web developers before hiring WSI. They not only know computers and websites, they know business and what it takes to make a business work. I always tell people, ‘Go look at my website!’ When a representative of a financial company we work with saw the site he said, ‘Wow! You look like a big insurance company!’ That big business, professional look is the result of WSI’s suggestions and expertise. WSI continues to offer suggestions and encouragement to keep the site working for my business.” **Beverly S.**

# Testimonials

“WSI is the only company who talked to me like a true business advisor about what the internet could do for my business. It was not just why I needed a pretty website. Search engine optimization, targeted mailing lists, spam considerations, domains, hosting, training, credit card payments, data entry, and pretty much anything else you’ve heard about or would like to create can be part of the package. They’ll work with you to create a site that works for your specific business needs. I highly recommend WSI.”

***Neil W.***

# Testimonials

🔄 “I can’t say enough about WSI. They achieve that delicate balance between big business savvy and technical expertise with the personalized, attentive customer service of a small business. I was looking for a company that would grow with my business and with WSI, I found it. The site has increased my business 10-20%, which is great considering that I use it primarily as a communication tool. I can update my schedule with ease. I don’t even carry business cards anymore! I just tell everyone, ‘Go to my site!’ If I have any questions, I can call WSI, any time and they’ll help me. One time I called WSI after hours when the manager was having dinner with his family. He took my call and helped me out on the spot. Now that’s customer service!” **Wendy H.**

# Testimonials

“The website has been fantastic for my business. I get all my new customers from the site. Plus it has saved me thousands by pretty much eliminating the need to advertise elsewhere. For a seasonal business, it’s ideal. People can check just back from year to year to find directions or our hours. The FAQ section has made it much easier for customers to find answers to their questions, eliminating the large volume of calls we once received. I’m not web savvy but WSI made it easy for me to update the site. I’m very happy with it.” **Jeb B.**

# Testimonials

🔄 “We love our website. It really identifies what we do and what separates us from other accountants. All I have to do is look at the sites of my competitors to know how powerful a tool we have. The FAQ answers a lot of common questions people have which has markedly decreased the number of calls we get. Our clients appreciate having the answers at their fingertips and it’s a real timesaver for our staff. The process of putting the site together was painless. The project manager, content writer, and WSI were committed to working with us to get the site just right. When I go to refer WSI I simply say, ‘Listen, they are so good. Just look at my website!’ ***Adam P.***

# You're Ready for an Internet Solution

## You're ready for WSI

Name of Sales Resource  
Certified Internet Consultant

Phone: 603.329.3540 x

[Sales@wsiCreativeBusinessSolutions.com](mailto:Sales@wsiCreativeBusinessSolutions.com)  
[www.wsiCreativeBusinessSolutions.com](http://www.wsiCreativeBusinessSolutions.com)