

INTERNET LIFECYCLE SYSTEM

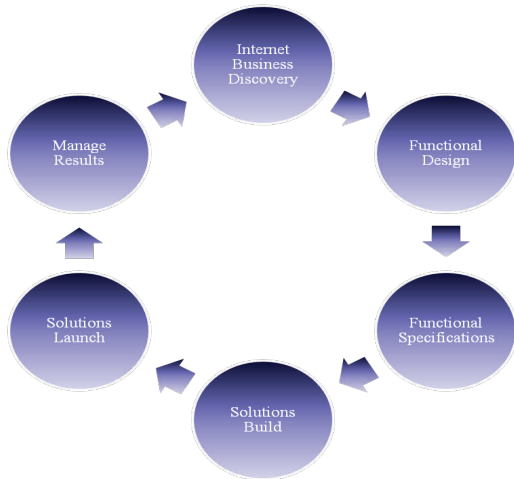
INTERNET SOLUTIONS

Our years of experience have shown that an effective, profitable Internet Solution is the result of careful planning, informed development and ongoing support. If you are truly serious about online success for your business, **you deserve our total-service approach.** We call it the Internet Solutions Lifecycle, a proven analysis and development plan that has produced thousands of successful Internet Solutions.

The Internet Lifecycle includes Six (6) detailed process steps:

- Internet Business Discovery & Analysis (IBDA)
- Functional Analysis
- Functional & Technical Specifications
- Solutions Build & Quality Assurance
- Launch
- Manage Results

To succeed in business you need a plan and our Internet Lifecycle system is the tried and true blueprint to your Internet business success.



THE INTERNET MEANS BUSINESS

If you have been putting off establishing an Internet presence for your business then you are missing out on one of the most significant profit and growth opportunities available today. **The Internet is no longer a luxury reserved for big firms with large marketing budgets, it has become a true business necessity.**

HOW DO YOU CHOOSE A RELIABLE INTERNET SOLUTIONS PARTNER?

With so many web designers, web developers, and internet provider choices available to you—how do you choose the 'right' Internet Solutions Partner? Look for a company with experience, proven process, the consulting resources, and a willingness to take the time to understand your business...

Look to your local WSI Internet Consultant for your business answers in successfully navigating the Internet

WSI

PROVEN SYSTEMS

INTERNET CONSULTING & EDUCATION



WSI

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THE ABC'S OF INTERNET BUSINESS SUCCESS

THE INTERNET MEANS BUSINESS

An Internet Solution from WSI is not just another website. We have found that as a business tool, the Internet offers incredible potential when three (3) simple—yet crucial—principles are followed. We call them the **ABCs of Internet Business Success**.

ADVANCED TECHNOLOGY

New website technologies are being developed every day. It can be a lot to keep up with, which is why you need an expert you can rely upon to see that you are getting the most of what the Internet has to offer. Some examples include:

- **Full e-Commerce:** sell online 24x7, accept credit cards, track inventory, automate shipping calculations
- **Online Collaboration:** quickly and effectively share ideas, documents, and files; eliminate courier fees, unreliable fax transmissions and long distance telephone charges
- **E-Mail Marketing:** based upon customer / prospect profiles and their buying preferences—far more cost effective than direct mail or telemarketing
- **Automatic Information Delivery:** on-demand delivery to customers, suppliers, and staff—as needed.
- ...and so much more!

BEING FOUND

Once you have established a presence online, it's time to get noticed by your target market. Attracting more customers and expanding your market without having to open additional locations is important in getting an Return on Investment (ROI).

The importance of being found cannot be overstated as consumers are increasingly turning to the internet as their primary method of research during their buying cycle. It's a safe bet that if they cannot find you online, then they will find your competition.

Do not fall off the radar! Your WSI Internet Consultant can develop a program that ensures your website is found when prospects are looking to buy your products or services and deliver a continuous stream of profitable visitor traffic. WSI offers:

- Search Engine Optimization / Marketing. Get your site amongst the top of the search engine listings (i.e. Google, MSN, Yahoo, and others)
- Increased site visitor traffic generation
- Inbound Link-building Programs to increase your search engine rankings
- On-line and off-line Marketing Campaigns to promote your site and services.

CONSULTATION & EDUCATION

It's an accepted fact that business changes fast and the Internet changes even faster. With everything you have to do in running a your business you don't have time to stay on top of it all. Not to worry, your local WSI Internet Consultant has you covered with comprehensive consulting services, including:

- Website maintenance, content updating and reporting
- Internet Marketing campaign strategy and management
- Ongoing analysis and advice for your online business strategy
- A business focus to your Internet presence

As Internet Consultant specialists we have learned from experience the secrets that can unlock the full potential of your website. Measuring and continually improving your website's conversion rate is a top priority for us. Your WSI Consultant will always be available to answer questions, and offer recommendations to ensure you are always getting a maximum return on your Internet investment.

Applying the ABC's of Internet Business Success is important for you and your business. Contact your local WSI Internet Consultant to get started today!