

CONTENTPROS™
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Isn't it time for
you to be
completely
satisfied with
your website
performance?



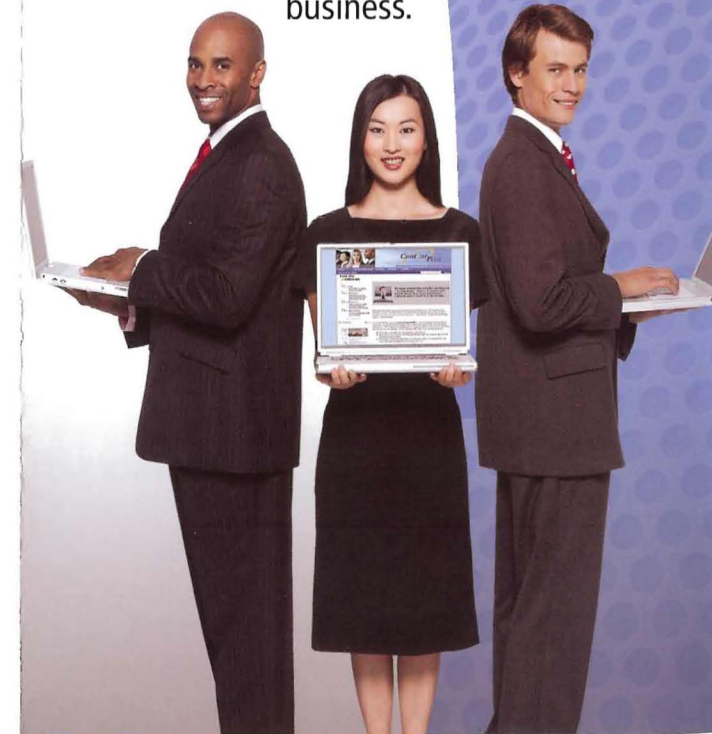
Visit www.contentpros.com
to learn more about what an effective
online presence can do for you.

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Most online sites
are under utilized!

Your website
should work like a
Key Employee in
growing your
business.



We Provide
web solutions
that work for
your company.

"A well organized website with meaningful and continually updated content, is the key to a successful online presence."

Effective Website Development

Is your current web presence failing to meet your expectations? You're not alone... most online sites are underutilized!

Understanding your customer's buying needs and their evaluation of your product and service is paramount. Therefore, designing and building a site that people will find, browse and ultimately use to make a buying decision, is the goal.

Your business isn't static, why should your website be?

Most sites that have been built in the past ten years are based on static HTML code. The limitations that may place on your business will hamper your opportunities to grow your website as your business evolves and changes.

Surveys, forums, RSS feeds, HTML newsletters and online stores are just a few of the many opportunities you need to consider to keep pace with the evolving web.



Ask before you design your next website

Taking the time to answer some key questions will help you build a relevant website that becomes a profit center for your business.

Too many websites have been built without answering the right questions in advance of starting the design process. It is the equivalent of starting to build a house without having the properly designed plans and blueprints. Many small and medium sized business owners fall into that trap when working with traditional webmasters. The result is a site that doesn't meet their needs and becomes a disappointing drain on their limited resources.

Please Log onto www.contentpros.com for more information or contact a ContentPros™ professional today.

Search Engine Marketing

What is search engine marketing? With so much information out there, who can I trust? SEM is a term that you need to understand if your goal is to have a website that can actually be found. SEM strategies can run the gambit from easy and straightforward to complicated and expensive. But how do you know what is right for your business?

Our advice is to work with a local professional that you can trust and will be there to help you for the long term. Too many companies like to build and run or worse, make promises that look good on the surface only to disappoint you later. Don't find out after it's too late that you are on the first page of a search engine that no one uses with search terms that don't convert shoppers to buyers! The success of an effective SEM strategy is a journey, not a destination.

