



NH Strategic Marketing.com

# FAST, AFFORDABLE, HASSLE-FREE WEBSITE DESIGN SINCE 2012



## EVERY BUSINESS NEEDS A WEBSITE

A website is one of the most significant assets for any business. It's a 24x7 salesperson, or spokesperson, for your company, and will either attract, or repel, would-be-customers, long before they ever talk to a real person in your business.



## THE MAIN JOBS OF YOUR WEBSITE:



**CREATE AWARENESS**  
Your website is your internet 'storefront' for potential customers who are searching online for the products and services you offer.



**BUILD TRUST**  
Your website should promote proof that you're the business of choice in your market.



**ONLINE BRANDING**  
A custom website allows you to properly reflect your company image/brand.



**CUSTOMER ACQUISITION**  
Your website should be one of the most effective tools for acquiring new customers.



**REVENUE GENERATION**  
Whether by bringing in new customers, or selling directly online, your website should be a strong revenue stream for your business.



**CUSTOMER RETENTION**  
Having a strong web presence is critical for maintaining trust and confidence with your existing customers.

## THE TOP 10 THINGS TO CONSIDER WHEN PLANNING YOUR SITE



**1. DESIGN**  
People will judge your business from the quality and appearance of your website.



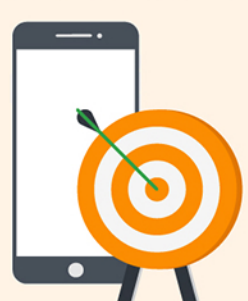
**2. PLATFORM**  
It's important to build your site on a platform that can scale with your business.



**3. SECURITY**  
Every page on your website needs to be secure - otherwise, you'll be losing out on a lot of new business.



**4. SPEED**  
It's a proven fact, that 40% of website visitors will leave a page that takes longer than 3 seconds to load.



**5. MOBILE FOCUSED**  
60-80% of all visitors come to a website, and browse, using a mobile device.



**6. CONVERSION FOCUSED**  
Your site should be focused on driving very specific business goals.



**7. EASY TO USE**  
Your site must be intuitive, and quickly provide visitors a complete picture of the products and/or services you offer.



**8. SEO FRAMEWORK**  
Every website should be built from the ground up with an intentional focus on SEO (Search Engine Optimization).



**9. BACK-UPS**  
Your website is perhaps one of the most important assets in your company - daily backups are important.



**10. EASY TO MAINTAIN**  
It should be easy for someone to update and add content to your website.

## WHAT MAKES OUR PROCESS DIFFERENT



**AFFORDABILITY**  
We believe that every business should be able to afford a high quality, high performance website.



**SPEED**  
You'll be thrilled with how fast your website comes together.



**ACCOUNTABILITY**  
The team member who sells you a website package will be with you through the whole process - right up to the day the new website goes live.



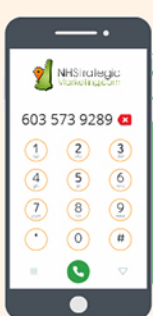
**FLEXIBILITY**  
Because every website we build out is a custom project (no templated websites here), you'll love being able to tailor your site to exact specifications.



**RELIABILITY**  
You'll love being on the fastest, most secure and reliable hosting system on the planet.



**SUPPORT**  
We provide lightning fast service for your website long after it's live and is working for your business.



We love helping small businesses improve their online presence with modern, fast and secure websites. We know how to build a website that you'll not only be proud of, but that will help you grow your business. Give us a call today!