

2A. Website Consulting

Creating an effective web presence is about more than just building an attractive site that tells your customers who you are. It is about planning and implementing an online strategy that reaches that portion of the huge online market that resonates with your business, and then guiding those people to help you achieve your business goals.

Finding your customers in cyberspace is an important first step in the process, and things like Search Engine Optimisation (SEO), Bounce Rate and Usability Ratings are all part of making sure you find and connect with your customers. Conversion and Retention Rates are about knowing that you are keeping your customers engaged. The way you structure your pages, the language you use, even the colours you choose, all make a difference to the impact that your website has on your customers.

There is a lot to keep track of, and if you don't know the language, it can all be very confusing. Knowing how to put all of the elements together, or choosing the best person to do it for you, is critical to effectively using the web to promote your business.

At Crunch Marketing we've established an independent view of the Perth web development industry. -Having worked with all the major agencies, -not only can we help you choose the best partner for you and establish initial contact, acting on your behalf, we can also -help you manage the whole process. You decide how much or how little involvement you would like to have.

Some of our extensive services include:

- identification of business goals and development of a customised strategy
- production of a wWebsite Requirements brief for your web developer
- preparation of a Request for Proposal document
- assist in the selection of a suitable web developer
- liaison and management of the website developer during the creation process
- management of the whole design and implementation process, or any part of it.

Send us an email or give us a call today to discuss your website marketing needs.