

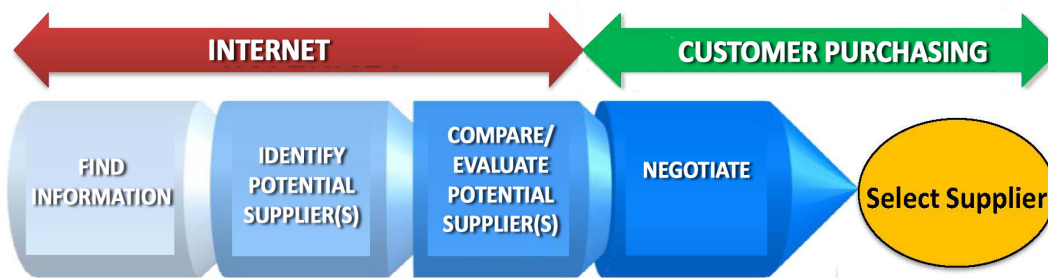


# Website Development

**Over 90% of B2B buyers begin a search for any product on the Internet.**  
 - Forrester Research Study 2007

Businesses, whether big or small, are making their presence felt on the Internet with a website. Adopting strategic marketing techniques for added value and to generate more business leads makes good business sense.

## Is your website up to speed with today's industrial buying?



## Can your website be found easily?

The competition is here.

You are somewhere down there!

## Do you know why and what you're going to do about it?

## 3 Keys to Website Performance

### 1. Enhance Website Searchability

Making your website “searchable” is key. Search Engine Optimization (SEO) takes into account how search engines like Google™ work, the products and services searched for, and how people search on the Internet. Without SEO, finding your website would be like finding a needle in a haystack. SEO is important because the use of search engines are proven to be the best source of new traffic to your website – leading to new customers. Website visitors found your website by searching for what they want and need, and have expressed an interest in your company simply by visiting your website.

### 2. Track Website Traffic

Website Analytics provide the critical link by providing the information of Who visits your website, where they come from, how they got there, and what they view on your website. This is invaluable for those who don’t fill in the “Contact” information – it opens the door to converting website traffic into sales.

### 3. Enhance Website Content

Ensure that a visitor who finds your website is able to easily navigate the site and locate information about your company’s products and services in a way that stands apart from your competition, giving you a leg up in the purchasing process.

## MMTC WEBSITE DEVELOPMENT IMPLEMENTATION

### Website Evaluation Report

A non-biased evaluation of how your website is structured and performs for SEO, including recommendations that place you in the driver’s seat for making step-by-step improvements when working with website experts.

### Website Tune-Up

Is your website tough to find in a search? The MMTC Website Tune-Up guarantees improved website search engine positioning and is a good choice for companies whose websites are otherwise up-to-date and accurately presents capabilities, products and services.

### Website Redesign

Is your website simply out of date? Does it no longer portray your company accurately? Is it time for your first real website? These are a few reasons for an MMTC Website Redesign, which is a start from the ground-up approach to developing an all-new website for your company. MMTC web developers work with you to develop a website which is tailor-made to your needs, accurately presenting a company’s capabilities, products and services in a manner optimized for search engines while providing full analytic reporting.

	Website Evaluation Report	Website Tune-Up	Website Redesign
Website Evaluation and Recommendations	X	X	X
Search Engine Optimization*		X	X
Implement Google™ Analytics		X	X
Implement Site Map Setup		X	X
Select New Appearance/Navigation			X
Develop Up to 10 New Web Pages			X
Combine New/Prior Images			X
Copy Writing Services (optional)			X
Post Project Evaluation Report		X	X

*\*MMTC guarantees improved search engine positioning, although final ranking cannot be predicted.*

For additional information, contact MMTC West at 616-771-0561 or email at [mmtcwest@rightplace.org](mailto:mmtcwest@rightplace.org).