

## {WEB SITE ANALYSIS}

A Web site can provide an enormous amount of information about your target market. Nancy Marshall Communications can help you understand that information and use it to fuel business growth.

Every business owner wants to know three basic things about their Web site:

- ❖ Who came to the site?
- ❖ Where did they come from?
- ❖ What did they do when they got there?

As part of our ongoing work with your business, we will generate a simple-to-understand monthly report that answers these questions. Based on the Web data generated that month, we'll also devise an action plan that will:

- ❖ Attract more visitors to the site
- ❖ Create more inbound links to drive traffic
- ❖ Adjust content to better elicit the desired response from visitors – whether it is requesting more information, buying a product or making a reservation

## {CONTACT US}

### CONTACT US TODAY FOR A COMPLIMENTARY ANALYSIS OF YOUR CURRENT SITE.

**Our Internet Project Manager,  
Eric Reynolds, will review your site.**

Eric has been building Web sites since 1995, and served in the U.S. Marines as a programmer and network administrator. He has had contract work with Microsoft as well as a Chicago company that created online Web franchises that focused exclusively on profitable sales models for a variety of products.



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## The most effective tourism marketing tool in 2010:

## THE WEB

THE MAINE FIRM THAT “GETS”  
ONLINE TOURISM MARKETING:

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## { FULL SERVICE }

### You want a firm that:

- ❖ understands your business and how to market it on the Web
- ❖ will manage all aspects of your Web presence
- ❖ develops winning content, creates beautiful design, and understands the best technology options to achieve your goals
- ❖ speaks plain English, anticipates your needs, and responds to your inquiries in a timely manner
- ❖ provides a fixed price on building your Web site

### WE ARE THAT FIRM.

Nancy Marshall Communications has been creating great tourism content since 1991. Great content will place your Web site among the search engines' top results. This, in turn, will bring you more Web traffic. In addition to producing results-generating content written specifically for the Web, we can build you a custom site that will ultimately become your most powerful sales tool. Envision a Web site that is:

- targeted to your audience
- fully functional across multiple browsers
- easy to navigate
- fully optimized for search engines
- beautiful to the eye
- interesting to read
- updated on an ongoing basis with relevant content
- results-driven

## { WEB DEVELOPMENT }

In 2010, marketing your business online is as important as having a business card. Developing a site with clean, clear graphics and a visual appeal that reflect your organization's character reinforces your brand identity. A strong Web presence makes that brand available to the world, boosting brand awareness and profit potential that were not thought possible before.

### Here is a list of the ten simple steps we will go through together to create your Web site:

1. Identify your brand and your unique selling proposition
2. Develop the site proposal and navigation
3. Create a design that reflects your brand
4. Generate Web-specific copy
5. Select photos and graphics
6. Build the site
7. Research and implement keywords for maximum search engine results
8. Test and proof the site on multiple platforms and browsers
9. Launch the site
10. Continue to analyze the traffic, make updates; commence an ongoing Internet marketing program

## { WHAT'S INCLUDED }

### Our full-service Web development includes:

- ❖ Web strategy planning starting with a thorough understanding of your business
- ❖ Web Copy writing, which is different from "regular" copy writing Graphic Design
- ❖ Search Engine Optimization
- ❖ Social Media Marketing:
  - Blogs
  - Facebook
  - LinkedIn
  - Twitter
- ❖ Customized social media communities
- ❖ Online Public Relations
- ❖ Custom Programming with robust, dependable, open source solutions
- ❖ Ongoing Web site Analysis
- ❖ E-newsletters
- ❖ E-mail marketing
- ❖ Cost Per Click Advertising Design and Management

**Call Now!**

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*or visit us at*

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