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How to Find a Skilled Web Team That Will Build Your Site the Right Way, the First Time

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We're pretty certain you wouldn't let your nephew Johnny or a high-school neighbor do your taxes or negotiate the sale of your home. So why would you trust your Web site investment to a novice? Launching a successful business Web site is a job for the pros.

To ensure your best chance at online success, you need to find the best people you can afford; people who have experience in creating profit-generating, optimized Web sites.

As with any professional service, you get what you pay for. If you do all your homework to plan your site and you find a great team of Web professionals, your site will be done right THE FIRST TIME and launched sooner than if you go with an inexperienced team.

So "Who's Who" in Web site development? Some or all of the following roles must be included in your Web team for maximum results. Often, one person can fill different roles.

Project Manager—This is your trusted liaison for the entire Web team and the person who directs the building of the Web site project, meets with you to outline goals, objectives and tasks, and keeps everyone on the Web team informed and on schedule.

Web Designer—This professional is a graphic artist who designs the look and feel of your site, using Web design expertise and skills.

Web Developer/Programmer—This advanced Web designer analyzes your site elements and needs and develops a plan for maximum functionality, creates your site map and page "wireframe" outlines (working with others), and oversees all the programming and testing of your site.

Information Architect—This professional content planner understands "the art and science of organizing and labeling Web sites, intranets, online communities and software to support usability and "findability." (Information Architecture Institute definition found at http://en.wikipedia.org/wiki/Information_architecture)

Web Content Writer—This professional is an advanced marketing copywriter who has expertise in writing online sales copy for visitors AND search engines, and has written dozens of successful, optimized sites.

Webmaster—This technically gifted Web site administrator is responsible for help to build and maintain the site, testing links, and creating and updating pages.

E-commerce Specialist—This skilled professional has expertise in connecting the front-end/site storefront to the back end/shopping cart, and connecting credit-card processing software to set up secure payments online.

Usability Expert—This valued specialist studies global usability issues and analyzes your site elements and needs and develops a plan for maximum functionality.

Search Engine Optimization Expert—This highly analytical and detail-oriented individual understands how to drive traffic to Web sites, and markets your Web site in search engines, following the ever-changing search engine rules and algorithms.

Photographer—A skilled Web photographer knows how to provide images that work best on the Web to show dimension and depth.

To find a great Web team, ask a few colleagues you know who have a site that really works. (If you're lucky, you know someone personally who has a great business Web site!) It's always best to go with companies that come with the approval of a friend or colleague.

These are just some of the ways you can boost your success on the Internet.

To learn more, you'll want to check out the ContentClear™ Marketing Method for Web Site Optimization, a clear, methodical 7-step approach to increasing Web conversions and sales.

Pam Foster, senior copywriter and online content consultant, is the founder of the ContentClear™ Marketing Method for Web Site Optimization (www.contentclear.com). Her diverse 28-year marketing communications background includes writing and consulting for many types of industries promoting B2C and B2B products and services. She has 13 years of experience in Web content writing and strategy, SEO, and information architecture, as well as direct mail – all for clients such as L.L. Bean, Blue Cross and Blue Shield of Maine, the American Cancer Society, Harper College, AWAI, Downeast Energy and many others.

Pam is co-author of 9 Easy Steps to Planning a Profitable Web Site and several other books under the Internet Jungle Guide brand (www.internetjungleguide.com). She has won 100+ marketing awards including New England DMA (Direct Marketing Association), Web Marketing Association, Telly, and Catalog Age. She is an AWAI Copywriters Wall-of-Fame honoree. Pam works mainly with larger corporate clients, helping them optimize their Web sites to boost conversions and sales. She also offers personal coaching services to copywriters looking to elevate their Web content and client service skills and learn her 7-step Web site optimization method. You can contact Pam at pam@contentclear.com.

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