



Small
Manufacturers
Advantage™

WEBSITE DESIGN

It's one thing getting visitors to your website; what happens once they get there?

Research shows that one of the main issues every company has to deal with on the internet is trust. When a new user comes to your site, the first impression he or she forms about your company (before reading anything or clicking on any links) is based on the overall design and navigation of your site. If this first impression is not positive, it is very likely that the user will click away within seconds without bothering to discover your services.

Why should you consider a redesign?

Technology is making traditional (outbound) marketing such as cold-calling, print advertising, junk mail, trade shows, etc. less effective and more expensive. Inbound Marketing is marketing focused on getting found by customers. Your website is the most important inbound marketing tool you have. While a new corporate look and feel does not warrant a redesign; the RIGHT reasons to redesign your website are simple:

Get found by more prospects Convert more prospects into leads and customers

- | | |
|---|---|
| <ul style="list-style-type: none"> ✓ Better Content ✓ More Content ✓ Optimized Content | <ul style="list-style-type: none"> ✓ Better offers and calls to action ✓ More offers and calls to action ✓ Optimized landing pages / forms |
|---|---|

How does RK Global steer you clear of common web design pitfalls?

First, we take an inventory of your website assets. Then, we ask all the right questions to protect your assets during the redesign:

Content

- How many pages do you have?
- How many pages will be killed?
- Will pages move to a new URL?
- How many new pages will you create?
- What is your most popular content?
- What is your most powerful content?

Conversion Tools

- What generates most of my leads?
- What are my best conversion tools?
- How can I increase conversions?

Links

- How many inbound links do you have?
- What interior web pages have links?
- Where are your links coming from?
- What are your most powerful links?

Keyword Rank

- What keywords do you rank for today?
- What keywords do your competitors rank for?
- What keywords should you want to rank for?
- How has your keyword rank changed?



Website Design Recommendations

We encourage you to spend your resources on remarkable content that attracts and converts. Creating an ongoing content building strategy is more important than a unique design since BOTH search engines and people like fresh content. More content translates to more traffic.

Your website should have ALL the following features which come standard in ALL our packages:

- ✓ **Blog** - enable consistent content updates on your site and more frequent search engine crawls
- ✓ **RSS** (Really Simple Syndication) - publish content others can consume when, how and where they want
- ✓ **Landing pages** - convert traffic with pages that are clear and simple with a form above the fold
- ✓ **Basic Search Engine Optimization** - include page titles, clean URLs, headers and content descriptions

Our Plans for SMB Companies

Plans	Starter	Advanced	Strategy
Pages ¹	6	12	18
Website recommendations	✓	✓	✓
Custom layout	✓	✓	✓
Custom banners	✓	✓	✓
Stock images	✓	✓	✓
Basic RFQ ²	✓	✓	✓
Basic SEO	✓	✓	✓
Contact form	✓	✓	✓
eCommerce through PayPal	✓	✓	✓
Basic hosting for one year	✓	✓	✓
Domain name registration ³	✓	✓	✓
Upload and testing	✓	✓	✓
10 hours maintenance	✓	✓	✓
Audio-video integration	✓	✓	✓
Content recommendations		✓	✓
Content Management System		✓	✓
Flash banners			✓
Custom graphics and charts			✓
Price	\$1,995	\$2,595	\$3,595

¹ Additional page design - \$100 / page

² Advanced RFQ – Price on request

³ Registration only applicable for available .com, .net, .info and .biz domains

A strategic partner of CMTC, RK Global offers a highly competitive pricing structure for the Small Manufacturers Advantage[®] program. Contact CMTC for pricing to improve your online presence today.

