



Most Websites Don't Work! – Consult with (WSI My Web Guide) in Dubai

If you are a small or medium sized business owner (SME), you intuitively know that you need to use the Internet as a marketing tool. So, you look in your local telephone directory and pick one of the many Web developers listed. They meet with you; get your head spinning about Java, HTML, C++, MS SQL databases, and on and on. They tell you what you need and you pay what they ask. However, they may not be up-to-date on the latest trends in Internet marketing or how to drive profits to your business using the Web. This is why most websites fail.

Your website should not cost you anything!

Your website (more accurately described as your e-business solution) should be a balance sheet item, not an expense to your company, and it should deliver a measurable return on investment (ROI). Most Web developers build or rebuild sites from scratch with the focus on coding only. They don't take advantage of modular development technology that supports a building block approach of functionality that is a reflection of your business needs.

By deploying a modular development technology approach to building, rebuilding, or enhancing your site, the developer can bring you a high quality solution at a significant cost savings.

Holding the number one position in the search engines doesn't matter!

Everyone has heard the promise of having their website listed at the top of the search engines. But, everyone cannot be at the top of the list, and you, as a savvy business person, know it. Search engines have rules and they change periodically.

Actually, being the second or third position may be just as effective, since prospects who are genuinely interested in your product or service are more likely to click through to your site than those looking for instant results in the first few listings. This can generate greater profits for your business, since more of the "click- thru's" to your website may result in sales, or whatever desired action you wish users to take. The goal is to generate high visitor levels on all of your pages, not just hits to your home page. With millions of new sites coming online every month, not all of them will attract the visitors they need to be successful.

With this in mind, clever keyword selection strategies based on your competitive business position forms the basis of an effective Internet marketing campaign. **(WSI My Web Guide)** in Dubai offers some of the most sophisticated tools to drive viewers to your website and to help convert these viewers into customers. Pay-Per-Click advertising, Search Engine Optimization, Email Marketing, and the WSI WebScan™ are designed to ensure that an SME's website works.

Most sites are left unattended!

You measure your sales activity and channels on a monthly basis, and your website is one of your sales channels. Knowing the number of visitors, not just the number of hits, is extremely important. Knowing which pages are being viewed and how long a visitor is on each page is critical information. What search engine did the



visitor come through to visit your site? Did the visitor reach the site over a link from another site?

As a small or medium sized business owner, you are constantly measuring yourself against your competition. How your website performs is no different. You need to know how your site ranks compared to your competitors' sites as well.

Working with an Internet marketing solutions consultant rather than a website developer will give your business a competitive advantage over your competition. Your Consultant will be in sync with your unique selling points, core competencies, customer demographics, sales targets, operating costs, and target ROI.

Your goals will be met if your Internet consultant reintegrates all of your business goals within the design, hosting, and managing of your site. If not, your website simply will not work.

So work with (WSI My Web Guide) in Dubai to create for you a website that best works for your business.

Let (WSI My Web Guide) in Dubai help you by creating the Website design and development from the beginning to ensure a successful "Direct sales or Brand Awareness or Lead Generation" that adheres to professional business conduct guidelines. With our proprietary WSI Power we can quickly identify and obtain creative content ideas that will develop your credibility as an expert in your industry. Let WSI become your Internet marketing partner in Dubai and in the United Arab Emirates (UAE).

To learn more please visit our site - www.wsimywebguide.com or email: info@wsimywebguide.com in Dubai and within the United Arab Emirates (UAE)

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