

puretalentreview

Q U A R T E R L Y N E W S A N D P R O M O T I O N A L T I P S

Elements of a Successful Web Site

Web site success is measured by the number of visitors that return again and again, place orders or request information, and refer your site to others. To get your visitors to do all of that, they have to have a great experience when they visit your site. Web sites that have the following six basic elements give visitors great experiences.



Visual Design: First impressions last. High quality, professional looking web sites make great impressions and out succeed all others. Your site should support the desired image you've created for your business brand. Professionally designed web sites convey stability and credibility.

Content: Without substance, you offer no reason for people to visit your web site. Even a great looking site has to offer more to satisfy visitors. Make sure you provide your visitors with quality and interesting information. Quality over quantity works best for web sites. Keep your content fresh and worth revisiting.

Structure: No one wants to feel lost. A well-organized structure and clearly defined

web site is necessary to give your visitors a pleasant experience and adequate access to the information you provide. It needs to be easy to navigate and provide visitors with instinctive organization that helps them find what they want quickly.

Performance: Don't leave your visitors waiting too long for the graphics and content to download. Successful web sites give visitors fast and easy access to everything. Unnecessary splash pages or animated introductions slow down your site and waste your visitors' time.

Compatibility: Make sure your site works with what they've got. Don't expect your visitors to stop and download plug-ins or programs just to view your site. Make sure your site functions properly in the two most popular web browsers – Microsoft Explorer and Netscape Navigator.

Interactivity: Give your visitors an interesting and worthwhile experience by providing some control in the way they view your site. If they have to sit back and watch or wait for what they want, they may not return for more. Make the most popular information available on your home page.

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GRAPHIC DESIGN

MAKING WAVES BY DESIGN

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For Your Convenience: New Features at puretalent.net

The Pure Talent web site has a few new features for your convenience. Now you can request a quote, leave your feedback and make a payment all online. Complete our online [Request for Quote](#) form to get a customized cost proposal for your next design project. Our [Feedback](#) form asks

only two questions and for taking the time to answer them, we'll send you our T-Shirt. And, if you would like to make a payment for services using your debit or credit card, you may do so through our [Make a Payment](#) form. A link to each of these forms can be found on our Contact page.

Recent Pure Talent Projects



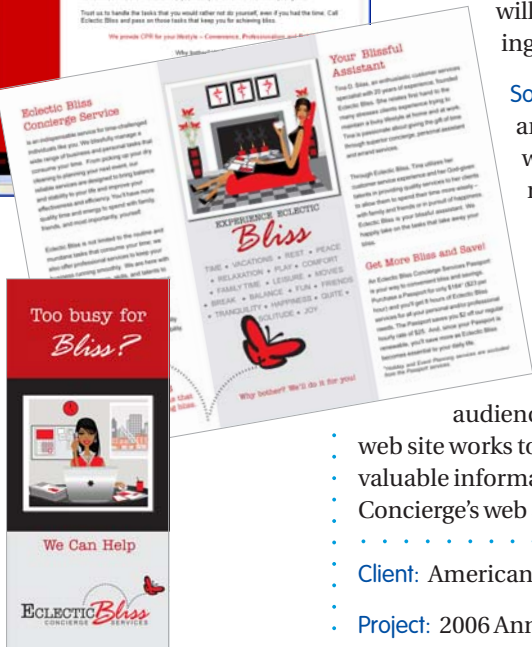
Client: Eclectic Bliss Concierge Services

Project: Branding, Promotion and Web Site



Situation: Eclectic Bliss Concierge Services is a brand new company started by Tina Silas, a customer service specialist with 20 years of experience and a sincere desire to provide busy individuals with more time. Tina is offering her busy clients in the Washington, D.C. area "blissful moments" of free time by taking away the time-consuming and mundane tasks that add stress to their everyday lives. Eclectic Bliss Concierge eagerly takes on the trips to the drycleaner, waiting for the cable man and making party arrangements to free up valuable time for their clients. To present this new service to potential clients and develop a brand image that will allow Eclectic Bliss to compete successfully, Tina needed a brand identity, marketing materials and a web site.

Solution: Pure Talent worked to establish a unique business identity for Eclectic Bliss and promote the personal assistant, errand and event coordination services. A logo was created to brand Eclectic Bliss as a "blissful assistant." The logo is intended to represent the spirit of a butterfly that happily goes about his work. The light-hearted logo works to demonstrate the company's pleasure in taking on the routine and unexciting tasks her clients have little or no time to tackle. The marketing flyer works to present the benefits of Eclectic Bliss by pointing out the contrast between "busy and bliss." It is used to present the company as an essential service to potential clients. A web site was created to support this brand image and further demonstrate the company's helpful attitude and personality by helping the target audience visualize a personal assistant enjoying her work as she takes on multiple tasks. The



web site works to present the company's information, services, qualifications, and prices along with valuable information visitors can use to alleviate stress in their lives. You can visit Eclectic Bliss Concierge's web site at www.eclecticblissconcierge.biz.

Client: American Medical Director's Association Foundation (AMDA Foundation)

Project: 2006 Annual Report

Situation: The AMDA Foundation is a research organization that focuses on improving the quality of life for residents of long-term care facilities. They have been conducting research for seven years and have made significant accomplishments and contributions to their industry. To document their progress during the previous years, the Foundation needed an annual report that would clearly present their recent accomplishments and future plans to their supporters.

Solution: Pure Talent designed their annual report to present the Foundation's accomplishments and highlight their commitment to the welfare of long-term care residents. The 20-page report works to present a positive image of the Foundation and document their past research, fundraising and future plans for continuing their mission. The report is designed to present AMDA Foundation as a professional and forward thinking organization that has genuine compassion for their cause.



Sit Back and Relax Let Your Web Site Do the Work

Not only is a web site essential for competing for business, it can operate as several hard-working employees. . . ones that will work for free 24 hours a day; seven days a week. Put your site to work so you can have more time to run your business efficiently. Following is a list of eighteen jobs you can delegate to your web site.

1. **Advertising Manager** – Advertising is what your site does best. Use it to post an ad for everything you do and sell.
2. **Order Desk Operator** – Use your web site to accept orders for your products and services.
3. **Circulation Manager** – Put your site to work distributing your information. Make it possible for visitors to download brochures, catalogs, flyers, newsletters, instructions, specifications, etc.
4. **Personal Assistant** – Allow visitors an online method for making appointments, scheduling services, or re-requesting estimates.
5. **Help Desk Manager** – Add a frequently-asked-questions page to your web site to give visitors instant answers to common questions.
6. **Sales Representative** – Include an online presentation to deliver your sales pitch to visitors. Check out SitePal.com for an interactive speaking animated character that can speak for you.
7. **Bill Collector** – Provide online payment options to collect payments from customers.
8. **Research Assistant** – If you provide extensive information on your web site, add a search engine to help visitors find what they need quickly.
9. **Quality Control Manager** – Give visitors a method for leaving valuable feedback and suggestions.
10. **Recruiter** – Post job listings or outsource opportunities on your site so potential employees and contractors can see what you have available.
11. **Instructor** – Use your web site to train or present tutorials or conference information.
12. **Product Demonstrator** – Add video or illustrations to provide step-by-step instructions.
13. **Customer Service Representative** – Allow visitors a method for checking on orders, project status, or arrival of service people.
14. **Promotion Specialist** – Add a “tell-a-friend” feature to your web site to collect valuable leads from your visitors.
15. **Receptionist** – Use your web site to capture visitor information as they enter your site. Sign them up for events and subscriptions.
16. **Spokesperson** – Put your site to work presenting testimonials and keeping visitors up to date on your news and information.
17. **Brand Manager** – Utilize your web site to support your branding strategy and build your reputation.
18. **Fund Raiser** – Get your website to make residual income from other sites through their affiliate programs by referring your visitors to their sites.



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Think Locally

Improve Your Ranking in Search Engines by Going Local

Search Engine Marketing (SEM) is the process of actively promoting your Web site through search engines like Google, Yahoo and MSN. Businesses can gain higher rankings in search engine results by promoting effectively and paying for superior rankings. But the Internet is huge and crowded so moving up in the search engine ranks can get costly if you need to compete with millions of others.

However, you can narrow that list of competitors and save money if you only need to reach out to customers within a 50-mile radius. If you market to regional customers, Local SEM may be more effective and affordable for your business.

Local search engines are developing as a result of the ever growing Internet. To help consumers find what they need faster, the major search engines have created sites that will narrow down their search results based on their location. This gives small and local businesses the opportunity to reach more customers.

According to About.com a recent survey conducted by comScore Networks shows that 849 million local searches were made in just one month last year and that 50 percent of

local searches resulted in visits to the local business. And, The Kelsey Group predicts that 30 billion local searches will be conducted by 2009.

So how easy is it to get listed in the local search engines? Very.

You simply add your business listing by completing and submitting an online form. It takes less than 10 minutes and costs nothing.

It works a lot like the Yellow Pages where you can create a general listing in your preferred categories for free and upgrade your listing with color photos and your logo for a small fee.

So if you only have 30 minutes to drastically improve your search engine ranking, take the time to list with the top three search engines. They get 70 percent of the local search engine market. You can sign up for local listings using the following links.

Google - <http://local.google.com/>

Yahoo - <http://listings.local.yahoo.com>

MSN - www.smallbusinesssem.com/local-search-marketing-guide/msn-local-search/

Other local search sites are available if you want even more exposure. A link to a complete list is available at PureTalent.net/resources.html



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