



THE JUMPSTART FOCUS PROGRAM

The JumpStart Focus Program is designed to provide your business with a uniquely-suited website strategy. We view your website through the eyes of the people that rely on it the most- your customers and the employees that work with them. Here's How:

Step 1. "Outsider" Website Review

*A review of your website and markets
from an "Outside-In" perspective*



Step 2. "Insider" On-Site Session

*Learning your business through the eyes
and experience of your employees*



Step 3. Customer Interviews

*Meeting directly with your customers to gain
a critical understanding of their needs*

- See detailed view on page 2 -

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Step 1. "Outsider" Website Review

After a brief familiarization with your company, your existing website is reviewed from the perspective of an "Outsider." Functions performed include a thorough tabulation of your website's search engine position for key search terms, website statistics review and an extensive assessment of competitor websites. We help you to see your website as it appears in the marketplace to past, present and future customers, and in comparison to the competition.

Step 2. "Insider" On-Site Session & Customer Interviews

The next step is an on-site, hands-on session with your business, getting the perspective of an "Insider." We get acquainted with staff, view operations, and learn about products & services.

We start the day by meeting with the appropriate members of your management team to discuss how your website can benefit company.

We then meet with various company departments in 45-minute breakout sessions, discussing how each department can leverage the company website and brainstorming effective, implementable ideas. We also explore how the website can benefit your business as a whole in the areas of intra-company communication and information distribution.

Step 3. Customer Interviews

After the on-site workshop, we then conduct one-on-one interviews with customers that you recommend, by phone or in person if possible. Customers are asked about their interaction with the internet as it relates to their business, and how your website can better meet their needs. Customers can provide very valuable insights, and when combined with the outside review and employee sessions, this input creates a complete strategic picture.