



JumpStart Focus: Anatomy of a Customer Focused Website

WEBSITE DEVELOPED FOR THE CENTER FOR CUSTOMER FOCUS (CUSTOMERFOCUS.ORG)

Company name & Logo clearly displayed at the top of every page

Phone number clearly displayed at the top of every page

Clearly labeled site navigation

Your company's unique competitive advantages conveyed at the top of the page

Key search terms are included in main page text to ensure good search engine results

Customer testimonials & quotes let your customers speak for you

Customer video testimonials show a real, live customer communicating your competitive advantages

Prominent web form for instant customer feedback

Bottom navigation keeps customers from losing their way

