



November 2008

## **1stFlash.com Web Marketing Consultants, NY Theresa A Winder**

***Web Marketing Strategies & Solutions For Profitable e-Business And e-Commerce  
Website Design, Website Development, Website Hosting, Search Engine Optimization***

### **1. e-Business**

An *e-Business Website* is a site **without** an integrated shopping cart. Ideal for use by consultants and professionals with a service to sell, it should be rich in informational content that should drive your target market to contact you. E-Business sites are also excellent selling tools for early stage retail/wholesale or businesses who would do better not to publish their online prices. ***We build & host e-Business websites.***

### **2. e-Commerce**

An *e-Commerce Website* is a site that contains integrated shopping cart functionality, often with an extensive online catalog. E-Commerce sites are ideal for selling goods online - retail, wholesale, or both. ***We build & host e-Commerce websites.***

### **3. Web Marketing Strategy**

Your *Web Marketing Strategy* is embodied in a document that defines how you can use the web to maximize your business profits. It uses *keyword research* to define your target market's needs, and defines a roadmap for using *Search Engine Optimization (SEO)* to be found by your target market who are using those keywords in the major search engines like Google, Yahoo,... It also lays out the site plan for an online *selling system* to efficiently convert those searching prospects into your clients.

A well developed Web Marketing Strategy is critical to the success of your online business. Without a Web Marketing Strategy your website is very unlikely be found by enough qualified prospects to be a successful contributor to your business. The lack of a well-developed Web Marketing Strategy is the largest single reason why well over 99% of all websites make less money than they even cost! ***We consult with our clients to develop the optimum Web Marketing Strategy to build them a profitable online business.***

### **4. Web Marketing Solution**

Your *Web Marketing Solution* is a website (e-Business or e-Commerce), with a Search Engine Optimized architecture, containing optimized content, that will be easily found by your target market and compel them to do business with you. ***We work with our clients to develop highly effective websites that maximize their profits from the web.***

### **5. The 1stFlash.com Web Marketing Approach**

Unlike the many website design companies that you may have spoken with or previously worked with, our first concern is not what colors you may like, or how many product images you may have. Instead, we seek to understand the current extent and profitability of your existing business, and it's much broader potential as a far-reaching web-based business.



First, we work with your management team to develop your optimum Web Marketing Strategy that can deliver your most effective possible Web Marketing Solution within your budget and timeline constraints. Then, we take a phased approach to developing your web-based business, according to the strategy that we have developed with you. Our objective is to develop a mutually beneficial ongoing relationship that can maximize your profits and dramatically expand your business.

### **Web Marketing Case Studies**

We have a proven track record of nucleating web-based businesses and growing them into highly profitable operations. We have also taken existing websites that could not perform, and rebuilt them to provide exceptional growth and profitability. Our clients include a range of businesses from large corporations with multi-national manufacturing and distribution units to small businesses serving local or international markets.

### **Examples:**

- *Astridge International*, selling a range of medical chairs at [www.phlebotomy-chair.com](http://www.phlebotomy-chair.com) .....
- *Basementsaver Backup Sump Pump Outlet* at [www.basementsaver.com](http://www.basementsaver.com)
- *JD Supply*, selling a range of heating & cooling equipment & parts at [www.boiler-outlet.com](http://www.boiler-outlet.com).....
- *Mennonite Furniture Studios*, selling hardwood furniture at [www.mennonite-furniture-studios.com](http://www.mennonite-furniture-studios.com)
- *Park Place Subdivision*, selling building lots on Grand Island, NY at [www.wny-homesites.com](http://www.wny-homesites.com)
- *Unifrax I, LLC*, selling a range of products at [www.fiberfrax.com](http://www.fiberfrax.com), [www.isofox.com](http://www.isofox.com), .....

**BEA Members - To Find Out More About Your True Business Potential On The Web  
[Contact 1stFlash.com Web Marketing Consultants](http://www.1stFlash.com) To Schedule A Free Consultation**

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