

## **Overall**

None of [COMPANY'S] value comes through this website. You've way undersold yourself and services. And because it's such minimal information, it's possible to assume the company has limited capabilities. Which is incorrect.

If I'm a first time, random visitor, the current content offers no compelling reason to call you.

The words tell me what [COMPANY] but offers no social proof as to whether or not you're any good at providing those services. More so, I have no idea about pricing, service programs, certifications, or who's coming into my small business (which in many cases these days, could be a private home.)

## **Header**

The silver T in the logo is lost against some of the scrolling images. It looks best on the white image so maybe find diff images, or at least lose the silver one? Swap it for people working or maybe something that shows a network up and running? Maybe a server with blinking lights? A server closet?

## **Home Page (also your only content page)**

I'd expect an IT company to have a content-rich website, vs. a home page and a Contact Us form. I expect to see a design, and read content, telling me you diagnose and solve problems; this tells me you work from templates.

Plus, right margin appears on both pages—Home and Contact Us, and duplicates the info on the Contact Us page.

**What we do:** Got it, [COMPANY] services networks and computer...I can guess some of what that means but as a potential customer, I shouldn't be guessing at anything. Make it easy for me to say "yes". Tell me what I need to know.

I don't know what *Efficient and prompt service* means in real life. Do you return calls within 60 minutes? Show up on-site within three hours? Schedule weekly appointments? Again, it's missing your personality, which makes IT crisis less terrifying. Your personal and calm approach is noteworthy. And what sets you apart from The Geek Squad.

**Our Services:** first title (What we do) is sentence case; this one is upper case. Inconsistent. Some of the list items are actual services (Server Installation and Support); some are just product names (Cloud servers—what do you **do** with them?); some are buzz words only industry folks will know (Amicus, Sonicwall). If they're sophisticated enough to know those terms, might they expect a more sophisticated (technical) website? At least break this up into categories.

**POSSIBLE NEW PAGES: Home, History, How we Help, How to Save, How to Start**  
(Even better if we can find IT-industry terms, or create a play on words with IT industry vernacular.)

**Home:** Welcome message speaking to your niche? Convey your personality. Describe customers you work with; make it easy for new customers to say Yes with a trial offer. Intrigue them enough to keep scrolling 50 powerful words. Maybe testimonials (use a computer term?) on the first page? Or link to them? People need proof of competency and value.

**History:** the “about us” content validates capability and creates a personal narrative to connect with other sole proprietors and small businesses (this isn’t necessary, it’s just typical) Staff profiles?

**How We Help:** Introduce services in plain English. Take each service area and imagine me asking you “what does that mean?” then post your answer as web content Maybe bullet list or side-by-side table of some basic IT tasks, explaining how you do them compared to how other firms do it? Point is to tell people what’s diff about [COMPANY] without clichés.

**How to Save:** sub menu—how to save money/ how to save equipment/ how to save time / How to save data... maybe these are short paragraphs with some “tips” building your credibility without giving away so much information they don’t need you.

**How to Start:** Maybe formulate a list of Qs to ask potential IT contractors where you, of course can answer yes? Contact Us form? A 5-10 Qs survey to help them identify what types of services they need? A thoughtful approach on your website models how you treat the client.

### **Current Contact US page**

1. Why do you need street address? Identify your location as the metro area instead of your smaller community to convey larger service area
2. Delete **Fax** if no fax number, looks like you missed something
3. Red and Black sections of the page duplicate information
4. Add compelling reason to act, maybe “Contact Us before your server goes down and you have to...”
5. Don’t need to tell people “this is the contact us form” these are common website features.
6. Do you want to know their business name? Or industry? Or primary IT needs? Or how they heard of you? Best time to respond? Add some fields to the Contact Us form.
7. [COMPANY] Facebook Discount: Like us on Facebook for a 10% discount on your next IT service. Is that 10% on any service cost or up to \$100? \$1000 discount?

8. Remove the line about discount on “next order”; people hire you, they don’t place orders a la Amazon.

#### Some notes to think about

##### **Communication Basics:**

- Provide immediately recognized value
- Tailor communication to (target) customers demographics, lifestyles, spending habits, and perceived needs
- Ensure information is easily accessible, accurate and logical
- Consistent word choice and message across all platforms: web FAQs; customer service email responses; sales scripts, promotions