webbuilders

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Since 1994 Webbuilders Group has been a leader in technology applications; particularly ones that revolve around the Internet and online programs.

Over the years, Webbuilders has gained international attention for its 500+ online applications. Many of our customers received online design awards and were listed in books and magazine articles as some of the best places to visit online. Webbuilders regularly does work in centers such as Toronto, New York, Boston, LA and the United Kingdom.

Webbuilders focuses on two core competencies; Design and Development of Online Applications and Online Marketing. All design and development projects are created using the latest in Internet technologies and are built to be scalable and expandable with the Internet. Our creative marketing services never lose sight of our goal: to generate tangible, bottom line results for our clients. Every ounce of energy we commit to web development is based on ROI. Our approach on every project relies on solid marketing principles. Every decision and recommendation we offer regarding a client project is result-orientated and founded on proven marketing fundamentals.

Today, Webbuilders is a well managed growing company featuring a team of talented, highly dedicated personnel that all recognize the importance of customer service and return on investment.

Our Approach

We do not consider ourselves a web design company. We are an online marketing firm who just happens to build amazing websites. Our approach is clearly from a marketing perspective, based on solid marketing principles.

In its simplest form we recommend breaking website projects into three distinct areas of concentration;

1. design & development

2. maintenance

3. marketing

Design & Development

The purpose of any site is clear; to enlist trust in the mind of your visitor and move that person into the next stage of the relationship. This next stage may be to download a sample, pick up the phone, fill out a form, or buy a product. Getting to this action stage is accomplished much easier if trust has been established. There are many things that need to happen to enlist trust, and in the world of the internet, design sets the stage. This is why design is a distinct area of concentration for us and an important element to our client's online marketing.

Design is also a key ingredient to a building positive brand. It is essential a consistent design be shared throughout a corporate identity. Any work we do is based on a solid recognition and appreciation of our client's current corporate identity and branding.

Maintenance

There are many reasons to keep a site maintained. Our clients want the best and most current company information available for their visitors. But there are other things to consider. Search engines place a value on each page within a website. One of the value scores is how often the search engine sees changes and updates being made. Without regular updates sites loose their hard-earned search engine positioning. The site can actually degrade into a tool that is working against other branding efforts.

To ensure client sites are maintained properly we encourage the use of a content management system (CMS). **SwiftEdit©** is our proprietary CMS that makes it extremely easy for clients to make changes to their websites themselves, without having to rely on outside technical support. **SwiftEdit**$^{©}$ gives the client the ability to make the important updates in real time, helping capitalize on time sensitive opportunities.

Marketing

Marketing can be defined in many ways but we tend to distill it down to the simple idea of attracting new customers and selling more to the ones you already have. A website is merely a tactic. We develop great websites, but our expertise is with the online strategy that makes our client's website successful.

We employ strategies that will get the <u>right</u> people to our client's site (this is really important)... then turn these people into an action. With the right eyeballs on the website it is the site's job to then convert the visitor into an action. This can be to request a consultation, download a brochure, ask for employment information, or make a purchase.

We usually describe the phases as:
relevancy → the offer → closing

Relevancy: Using very strategic longtail keyword tactics to get the right traffic to the website.

The Offer: Providing an attractive high-reward / low risk offer that will encourage the prospect to volunteer their contact information and want to be contacted.

The Closing; Leads have to be managed. Webbuilders has several proprietary online sales management tools to maximize the conversion from prospect to sale.