

web strategies every business needs to Succeed in 2010

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As we approach 2010, an effective web presence should be a new year's resolution for every business. Currently, does your website:

- ✓ **Generate qualified traffic through online marketing?**
- ✓ **Convert web visitors into customers?**
- ✓ **Increase offline or online sales?**

If you answered no or would like to improve your web performance, read these best practice tips to grow your revenue in 2010.

Get Your Website in Shape for the New Year

With 83 percent of consumers looking at your website before they decide if they're going to call you¹ your website serves as a home base for your online marketing efforts. All web marketing communications should direct traffic back to your homepage. Remember these simple basics to leverage this valuable traffic for business growth.

- **Information Architecture:**
Optimize your website for intuitive navigation by creating a digital map for site features, content and user interface.
- **Live Above the Fold:**
Typically, only the top half of your website is visible in the average web browser. Place your most important information above the fold of your homepage.



- **Calls-to-Action:** Can a web visitor find your calls-to-action in 6 seconds or less? Notice how Catalina Island clearly displays multiple calls-to-action to convert web visitors into customers.

Online Marketing

Once your website is set up for success, an effective online marketing plan is essential for a regular stream of qualified web visitors. As our holiday gift to you, visit www.trinetsolutions.com/ocmetro to download these complimentary white papers and tips on various online marketing topics.

- **Social Media:** How To Win Customers Using Twitter or a Trinet Social Media Guide.
- **Viral Video:** Leveraging Online Video to Grow Business
- **Email Marketing:** Seven Tips for Email Success



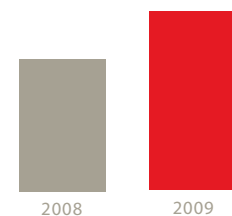
Would you like Trinet to conduct a **web performance analysis** of your site?

Call Trinet Today at 949-442-8900 or get in touch with us by email info@trinetsolutions.com

Trinet serves hundreds of clients in a wide variety of industries, enhancing their web presence by considering their business goals and developing web strategies that allow them to **grow revenue, drive more traffic**, decrease operational costs and communicate their message.



STATS



Trinet **increased** a client's online revenue by **15%** in the past year.

1. Wellesley Hills Group, "Marketing in the New Economy," 2009