

# online best practices for economic success

PRESENTED BY TRINET INTERNET SOLUTIONS, INC.

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In this issue, the OC Metro asked leading business schools, “What’s an entrepreneur got to do to bust through this recession?”

A website that functions as a business tool is key for any organization to ‘bust through the recession.’ Schools must follow the online marketing path paved by businesses and entrepreneurs instead of falling behind with a text-heavy website.

Any business, school or organization can establish financial success by implementing the latest technologies and tactics featured in Southlands School’s new website, which was launched last month by Trinet Internet Solutions, Inc.



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@trinet.com](mailto:info@trinet.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



**ONLINE REVENUE** was increased by **41%** for one of Trinet’s premier clients.

Irvine, CA | Washington D.C.  
www.trinet.com/ocmetro



1. Market Benefits of Your Services.



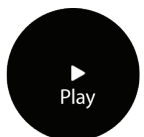
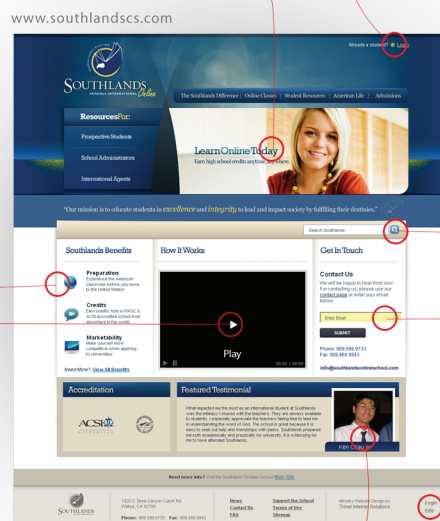
2. Easy Navigation With Clear Calls to Action.



3. Personalize Visitor Experience With Log in Accounts.



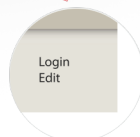
4. Search Feature Engages Visitor by Allowing Quick Access to Relevant Content.



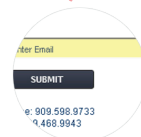
5. Did You Know Websites With **Online Video** Can Increase the Amount of Time Visitors Spend on Your Site Up To 300 Percent?



6. Establish Credibility with testimonials & Accreditations.



7. With a good **Content Management System**, anyone can update their website without having to know what HTML, ASP.NET, or PHP even means, while saving money spent on monthly maintenance fees.



8. Expand Contact Base with **Email Sign Up & Contact Info**.