

InterDX is committed to helping your e-commerce venture achieve maximum profit potential. Below please find important questions that are designed to help you clarify your business objectives. At each point in the process of building a successful online presence, we will use our extensive experience to provide with you with expert advice.

IMPORTANT PRELIMINARY QUESTIONS

Purpose

What will your website accomplish? What is your vision for the website?

Begin by planning for a success. Whether your goals include getting the sale immediately or getting a phone call or e-mail from web site visitors requesting more information, it is important that you have a clear picture of what you want to accomplish.

Market

Specify your audience – realistic estimate of the typical customer base. Basically, who are you targeting? What is your main message for the target market, how will your online store differentiate itself from other similar companies?

Design

By taking the time to get to know who you are, what your company is about and who your customers are, we can create a website look and feel that brings you into an effective one-to-one communication with your target market.

Do you have a logo or a tag line (3-5 words that communicate who you are and your mission)?

Functionality

When it comes to building your website, we've got the options you're looking for and know how to make your website do what you need it to, no matter how small and simple or big and complex you want it to be.

What is the number of products you will be selling? Will the number increase from season to season? How often will you be updating the product line? Define your product/service selection.

Promotion

The goal of a great website is to share information and get people to purchase your product/service, which means a website is only effective if people can find it. Do you know how to connect people with your site?

We can provide you with a wide range of online promotional options.

Maintenance

What do you estimate your maintenance needs will be?

A neglected site will tattle – sending mixed signals that could potentially question if you're still in business. Review your website at least once month - delete old information and keep all your dates current.

Our team can help you keep your website current. We'll let you know in advance when your content is getting old and make sure your updates are done in a timely manner.

Domains

Do you have a domain name?

A good domain name hints at the purpose of your site and often showcases your company name.

Hosting

Do you have a hosting company?

Prices for web hosting are based on how much space your website takes up and how much traffic it receives.

We can help you pick the plan that best fits your needs.

INTERDX COMPANY INFORMATION

Since 1996, **Interdx** has been providing clients with quality, superior website design & development, Intranet development and e-Commerce solutions combined with an expert guide to web marketing. As a leading Internet Development firm, we translate advanced technologies into value for our customers through our professional solutions, services and consulting businesses. Our focus is on providing comprehensive Internet services integrated with business insight to reduce costs, create more efficient business processes, increase customer retention, assert competitive advantage to improve your bottom line and make your business more profitable. We can help you use the web as an effective sales, marketing and branding tool. We are 100% committed to making sure each one of our clients receives the desired return on their investment. For a more information and to access our portfolio, please visit our website at www.interdx.com.