

Internet Strategy

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What's the difference between a typical website and an effective internet strategy? A typical website is a group of pages posted on the internet that is isolated from a company's overall operations and long-term goals. An effective internet strategy is long term planning executed to make a web site an integral and useful part of a company's long term success. At Dualvision, we understand that to make an online presence truly valuable it has to be useful on several different levels. **Align Your Business Goals With Your Internet Strategy**What's the difference between a typical website and an effective internet strategy? A typical website is a group of pages posted on the internet that is isolated from a company's overall operations and long-term goals. An effective internet strategy is long term planning executed to make a web site an integral and useful part of a company's long term success. At Dualvision, we understand that to make an online presence truly valuable it has to be useful on several different levels.

Our professionals know how to make your business more successful. Whether your focus is on a short term problem or a long term goal, we develop a solution to meet your business objectives. We break down your Internet strategy into tactics that can be implemented as a total package or in stages, allowing you to grow and expand at a comfortable pace. Your website is the most valuable piece of marketing collateral that you develop. Put it to work for your business. Dualvision will develop an Internet business plan that is consistent with your current business strategy.

While each engagement is different, we have a solid and repeatable process for discovering and outlining strategic plans. Typical strategic consulting engagements include:

- 01Internet Strategy Development: We'll help answer questions you already have and ask some you haven't thought of yet. Our expertise in user experience, marketing and branding, design, development, and good old-fashioned strategic thinking allows us to synthesize complex concepts and ideas into actionable plan.
- 02Web Site Evaluations: We help you identify whether or not your web site is supporting the goals of your organization. We use a series of objective and subjective points to deliver these answers in digestible pieces, clearly outlining how you perform against competitors and what initiatives have the greatest potential to help you grow.
- 03Web Analytics Services: Web analytics data is the core component of a continuous improvement process that helps you understand what works, what doesn't, and what to do about it. Our solution provides the technology, analysis, and reporting necessary to optimize your online marketing initiatives to increase conversion rates and improve ROI. Ask about our Free no obligation analysis!

A Dualvision consultant would enjoy the opportunity to answer any questions and provide you with information to make a comfortable and informed decision about how the Internet fits into your business. **CONTACT DUALVISION NOW!**