



IDesign

The Business Link News

# Serving our Community

It is increasingly apparent that in order to succeed in today's world, you must have an internet presence. A website is a powerful first impression and if you do not have a website, for many, you do not exist. This powerful presence alone makes having a website important to any business, organization or individual.

Unlike conventional print media, websites are not



How important is the Internet to your business. Important enough that *DoubleClick.com has become a lucrative business tracking Web users' Internet viewing habits for advertising purposes.*

### Website Tips

**Determine Your Website's Chief Purpose**

**Build your brand**-What makes you different from others in the same or like business?

**Provide product information**

**Sell products or services directly over the Internet.** (Shopping cart)

**Provide customer service and support**

**Decide Whether to Out-source or Do It Yourself-**

limited by physical factors such as cost of printing, size and weight. Plus they are interactive, easily updated and **always** available. This allows for unprecedented creativity, but also means that there is no single answer to the question "**What can I do with a website?**" The real question is "**What do you want to do with your website.**"

the benefits of a well-crafted website are enormous. Every website is unique.

*You must Plan Your Internet Marketing Strategy!*



*Review our list of services on page-2.*

## The Web

Make sure if you outsource that you own your **domain name and branding.** If not, transferring your site to another designer or provider can be expensive. **If you provide the pictures and content, they belong to you.** My design is a copyright by IDesign Business Link. Your Domain name is yours and can be transferred. Consider the following when making your decision:

1. Search engine optimization, creativity in design, photography, color experience and good artistic taste
2. Website navigation design (navigating easily from one page or selection to another)
3. Forms and database development (contact us/surveys)
4. Dramatic Flash (cool planes landing or a photo slide show) and JavaScript features such as animation and drop-down navigation menus

5. Ability to Divide Your Website into Logical Sections and Pages
6. Construct Your Site to Be Search Engine Friendly (Example: Listed by Google and Yahoo)
7. Make each Webpage a Search Engine Siren
8. Make Your Site Sells - Every visitor is a consumer, whether you sell online or provide product information.

***Critical to Maintain Your Site for the Long Haul***



***IDesign Web Design  
Your Trusted Internet  
Marketing Resource***

***(901) 837-6199***

***www.idesignbusinesslink.com***

# Free Services

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**Web Design Readiness Evaluation and Report**—A web site is a marketing tool that needs development to accomplish its intended purpose which is to expand the customer base-line.

**Grant Readiness Evaluation and Report**—The number one aspect for preparing a grant is the prepared readiness of the group or non-profit organization. This assessment provides a report that is extracted from a review of the strengths and weaknesses of the group or non-profit.

**Business “needs” Links**—We have dedicated a full page to assisting established and new business with links that can assist them with a variety of business challenges. These links provide assistance for planning, development and addressing small business issues. (Exp. Choosing the right staff or templates for designing a business plan) If you have an issue not addressed, you can send us the question to research. When the answer is found, it can be added to the site.

Newsletter will address topics relevant to small businesses. *The Business Link News*

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**Web Site: [idesignbusinesslink.com](http://idesignbusinesslink.com) Type our address in your browser and visit our site.**

# Fee Based Services

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## Web and Internet

**Web Site Readiness Assessment**—Evaluate strengths, weakness, competitors and identifying marketable difference.

### **Web Strategy Consultation**

**Web Design**—The “WOW” of a website.

**Website Content**—Content is golden. Though the website design is the first thing to catch a visitor’s eye, the content is what will cause them to stay and bring them back to visit and revisit your site.

**Publish Site**—submit site...pre and post site analysis are conducted

**Web Site Up-dates and Management**—monthly changes to your website will insure repeat visitors.

**Local Directory Listings**—Use free and local directories to increase site visits (example: local. yahoo)

**Website Optimization**—listing with search engines such as Yahoo and Google

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Consider IDesign for your outsourcing projects or to fill temporary employee vacancies or those staff vacation needs.

## Small Business Assistance

### **PDF Binder/Portfolio Conversion**

**PowerPoint Preparation**—Assimilation, and Development Document

**Project Worksheet Development**—Timelines, with Quick Links to save time traveling between documents. You will never need to look for a document that is relevant to a project again.

**Special Event Planner**—We plan, train staff and volunteers, and/or execute your event

## Workshops

**Organization and Time Management**—Developing organization and time management skills for successful best practices.

**Project Development**—Timelines, worksheets from beginning to end.

**Team Coaching for Effective Performance**—Team Mapping and Goal Setting

**Special Events**— (coaching, planning execution and evaluating): Notebook With Template Provided

## Non-Profits

Nonprofit Letters of Inquiry  
Nonprofit Corporate Letter Requests  
Proposal Critique and Review  
Grant Readiness Assessment and Report  
Grant Prospect Funding Research and Internet Search – Compatibility Report Provided  
Grant Preparation, Submission, Up-date and Final Reports  
501-c (3)—Preparation  
Special Events Coaching

## THANK YOU

*I want to thank Teri Flannagan, Ordis Copeland, as well as the new Chamber President Cary Vaughn for their support and encouragement as we open our new business. Another special thanks goes to the members of the Millington Rotary Club, my Church family at First Baptist Church and Rosemary Bridges of the South Tipton Chamber of Commerce.*

*Without our many friends, family and confidants, IDesign Business Link would only be a dream.*

*Margarette Patrick*