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## Is Your Website Capturing Your Audience and Generating Sales Leads?

Does your website make sense for your customers, prospects and partners?

Does it meet your business, sales and support objectives?

Do you have doubts about your website's effectiveness?

### Did You Know...

Google Analytics is a FREE online tool for tracking and managing website effectiveness?

IPC provides a free, no obligation website evaluation, search engine analysis and site refresh recommendation to all Intermec Partners. Our detailed free website evaluation objectively rates your website's effectiveness in two key categories.

#### Customer Evaluation

- ✓ Is there a clear and concise message?
- ✓ Can I find the information easily (two click rule)?
- ✓ Are there too many visual distractions?
- ✓ Is there too much to read?
- ✓ Does your site fulfill my pre-sales needs?

#### Technology Evaluation

- ✓ Is your site search optimized?
- ✓ Is there continuity from traffic sources?
- ✓ Are there tracking and reporting capabilities?
- ✓ Are you utilizing the free ISP and Internet web analytics tools?

The evaluation provides an analysis of what could be improved to reach your goals, improve site performance and maximize the online experience of your website users.

Contact IPC for complimentary website evaluation