

Is your website working for you?

When was the last time you looked at your website? Really looked at it and asked yourself if it was actually working for you? If the answer is any longer than within the last month, it's time to have a look at your stats.

It is so important to frequently measure your website's performance, and with the emergence and ease of web analytics, it is easier than ever to measure the site's performance. As long as you have set benchmarks of where you want to be and by when, measuring the success rate could not be simpler. In order for your website to be successful and work for you, you need to know what you want it to achieve.

What is the purpose of your site? Is it to inform or sell? Content or e-commerce? If you run a blog or information portal, you will be aware of how important web traffic is – there's a direct relationship between web click and ad revenue.

Believing the line 'If you build it they will come' will get you nowhere. There is a lot more to running a successful website. With e-commerce sites however, you need to convert hits into sales and in order to do this, you need to make it easy for them to find what they're looking for.

Google Analytics can help you to measure your progress. Look at the timeline and judge whether the stats exceed your benchmarks or fall short. You can also tell what people are actually doing on your site. Are they buying? Are they browsing? Do they come back? From one quick report, you can find out everything you need to know to improve your website and push your business forward.

If the stats are not as pleasing as you may have liked, you need to look at certain aspects such as the functionality of the site and how old it is. It can take time to get off the ground. As with any business, it takes time to build up a customer base. However, if your website is outdated, it will put people off within a few seconds. Correctly timing the need for makeovers and updates is crucial.

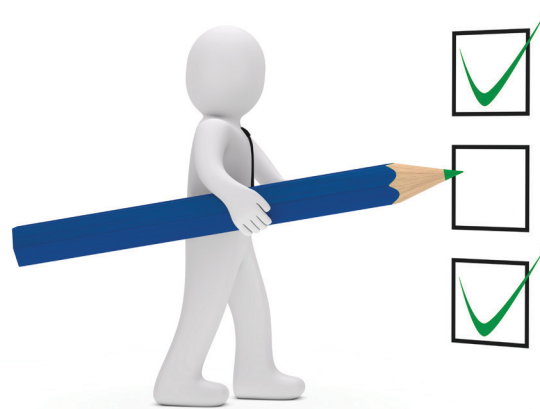
You also need to look at how to market your site. You cannot have a successful website without SEO. This is what will transform your site into something which makes you money! Without any kind of marketing, you could have the greatest site in the world, but no one will hear about it. Proactivity is crucial when it comes to SEO but when you get it right, you will reap the rewards.

SEO is a complex subject however and can be hard to get your head around. It includes: regular fresh content, interesting, relevant and regular social media postings, blogs and social media advertising. We will be focusing on SEO in a later issue and will demonstrate how to successfully market your website.

In the meantime, look at your stats and work out exactly what you want your website to achieve and by when. Make a checklist and see if your website is fulfilling all of your objectives.

If you are in need of a website overhaul, we can help!

Call us at 972-895-3100.



Pioneering Newsbytes



BINKY – The app that literally does nothing

Just when you think you've seen it all, along comes something to change your entire view about the internet. Binky bills itself as the 'most stress-free social media app ever'. It is a social media app without the social. You have a feed (full of uplifting stories) but no one else sees it or is a part of it. You can like (Facebook), swipe (Tinder), share and care but it will all be meaningless. You don't even have to type anything which makes sense! Type anything in at all and Binky will think of an appropriate translation from gobbledygook! It is essentially a never-ending list of random things that can't be shared or discussed on the app at all. Find it in your App store today!

What's worse than no website? A bad Website!

You only have three seconds to impress visitors to your website before they click away. It's therefore vital to have a website that works well and looks good.

A website is your shop window. You need to have your best products/services on show and entice people in to look around – just as you would a physical shop. You would never consider having an actual shop window cluttered and confusing.

Ultimately, if you are not looking after your own website, why should a potential customer believe you will look after them?

A bad website could put people off indefinitely, not having a website could put people off temporarily, but a good website will attract people and potentially result in sales. Making a bad first impression could have devastating consequences for your business.

Don't let your competitors get ahead of the game, invest in an effective, well-maintained website today!

So, what constitutes a bad website?

Here is a list of things to avoid when developing and designing a new website:

- **Poor design** – a badly designed website could be confusing for visitors, look amateurish and give an impression that you simply do not care
- **Broken links** – once again, broken links suggest to potential clients that you do not care enough to check your site is working properly. This results in immediate lack of faith in your service/products
- **No maintenance** – it is not good enough to throw together a website, stick up some content and then leave it to work magic. A website needs to be nurtured as you would any other part of your business. Content needs to be updated and products and services need to be continuously monitored.
- **Choosing price over quality** – Make sure you clearly weigh up price vs. quality. Cheap does not always mean value for money. Too good to be true usually is!
- **No research** – a website is an investment and as with any investment, it is important to properly research and recognize what you're paying for. If you don't understand what you want your website to do, no one else will! Take time to research the style and content you want as well as navigation options.
- **No marketing** – you may have the best website in the world, but with no marketing, how will people find it?

404 ERROR

we can't find the page



Your website is an important business tool and done right, it will attract and keep potential clients. Business will improve and you will free up your time to concentrate on your business. Done badly, you will be seen as unprofessional; customers will be put off and will look to your competitors instead.

You need to engage with visitors and turn them into customers. Your site is one of the best tools you possess. Don't under-utilize your opportunities.

For more information on how to build a successful website and how to market it, call us at 972-895-3100 today!

In a Nutshell: Why have a website?

The top 10 reasons why a good website is non-negotiable for any thriving business:

1. Available for Business 24/7

Your website is open for business 24-hours a day. No matter where your customers are in the world, or when they are searching, you are ready and waiting.

2. Credibility

There is no doubt that there is an expectation for companies to have an online presence. Without a website, you are challenging people's attitudes towards your company and risk losing credibility.

3. Save money

A website is not just a fountain of knowledge, it is also a shop. You can sell directly to your customer even without the four walls of an actual shop.

4. Break down barriers

As previously mentioned, it does not matter where in the world you are based, or where your clients are, you will be accessible across the world. You will have the ability to break down any geographical barrier if required and the world really will be at your fingertips.

5. Exchange information

Strip everything away and in its most basic form, a website is an easy way of communicating with your customers.

6. Advertising

A website gives you a blank canvas from which you can advertise your business and just about anything else you wish to promote. To find out more about online advertising and to see how we can help with SEO, please call us at 972-895-3100.

7. Online customer service

Websites are an ideal resource for customer service offerings. Creating a FAQ page will save yourself and your customers time and money. Contact forms are a good way of reaching you as well as a page detailing other contact information.

8. Insights

It is possible through the use of analytic tools to monitor your website's performance and identify your target markets.

9. Competition

If you don't have a website, you are potentially handing your competitors business on a plate.

10. Growing your business

If you are looking to expand, your website will be your showcase to potential investors.

Don't delay, get yourself online and making money today! For a stylish, well-performing website, call us at 972-895-3100. Let us take you to the next level so you BECOME the competition!

WordPress is not the solution you hoped for...



Here at Pioneering Programmers, we fully understand the high costs of running a business and how tempting it is to cut corners. However, there are certain corners that should never be cut!

WordPress has become a popular alternative to web

development because of cost and apparent ease of use. Don't be fooled however as economical does not always guarantee quality.

Firstly, because the sites are free, there is little or no comeback when things go wrong. How do argue with free? The backup and support simply isn't there. Often the developers have other more pressing commitments and simply develop themes in their spare time. Many are not even developers, but people with basic knowledge who buy a theme and customize it for you; therefore they would be unable to develop anything complex.

WordPress started as a blog site and not much has really changed. It is not a website builder and so templates are not designed to improve or promote your own unique brand. While there's a chance you'll find one similar to your branding, it won't be an exact match. In order to match the template to a brand, you will either have to develop it yourself or if you don't have the skills, pay someone to develop it and customize your pages accordingly. However, the more complex the WordPress site is, the slower it

becomes. Therefore, while you may finally have the look you want, functionality will be terrible and ultimately put potential customers off.

Searching in WordPress is very limited. All results are sorted by date and therefore are often not relevant. There are also no advanced search options. It is possible to install something like Google Site Search onto your site, but as WordPress doesn't automatically carry out technical SEO tasks, you will still have to add plugins in order to really optimize your site. However, remember the more complex the design, the slower the site becomes so you will need to limit the plugins.

It is not really possible to copy and paste from Word as WordPress is very fussy about the content added. It will automatically 'clean up' your text which may not make sense. Basically, unless you're a website developer the entire site will be very difficult to customize and you might be left with something that doesn't look or sound like you!

While updates are usually associated with good things and bug fixes, this is not always the case with WordPress. Sometimes, when themes or plugins get updated something else is broken by mistake. Therefore, it is highly recommended to back up the site before you update anything at all. Unfortunately, an upgrade in WordPress can quickly turn into a downgrade.

Finally, one of the most important issues concerning the use of security! The site uses an open source development approach which can offer big benefits as the fact so many

people are working on it ensures that it stays free, but with the enormous pool comes huge and devastating security flaws.

Basically when you have such a big development group, everyone within that community understands every aspect of the platform and it only takes one to exploit these flaws and suddenly you're left with a global hacking incident such as the Panama Papers or the far more common Pharma Hack.

You could wake up to find that your site has been taken over by spam adverts offering all sorts and there is nothing anyone can do about it. You will have no option but to employ the services of professional WordPress cleaners who seem to be the only ones who can fully remove any nasties that might infect your website.

For many, it is this security risk which forces them to reconsider their website options. Pay a little bit more money and you can sleep easy knowing you have the quality, support and development that you deserve.

How Can We Help?

We build websites for all business types. Unlike most website companies however, we don't use CMS systems such as WordPress.



We hand-code all our sites and customize each one to meet the client's needs. This means we do not use a template but a true customized site for each client. Our process of building each site is:

- We gather the requirements from the customer.
- Our graphics team create a mock-up.
- Our copywriting team creates the copy, fully SEO optimized.
- Our web development team create the site and test it.

Every one of our websites are on a month-to-month contract for a set monthly fee. We charge an initial set up fee of approximately 1.5 x monthly fee - there is no large upfront fee.

For this monthly fee, each client gets their custom website, optimized hosting, backups and unlimited changes per month.

Don't delay, call us at 972-895-3100 today and offer your customers a way to secure their future.

Why offer monthly website services to your customers?

If you are currently running a successful business then you no doubt have your subscription plans in place, happy customers and a good future ahead of you... so why change a good thing right? WRONG!

If you are offering a reliable and positive service for your clients, there's even more reason for you to tweak your business model and consider upselling as a way to benefit your own business and that of your clients.

The top 5 benefits for offering a monthly website service include:

- Upselling results in more profit and ultimately leads to the opportunity to grow your business.
- You do not have to go it alone. We have services in place for just this situation. We fully understand the demand of your clients and therefore we offer development, design and implementation as well as maintenance.
- Here at Pioneering Programmers, we can use your email domains and ticketing system and will White Label our service if you require. You can decide how you prefer to work on a customer-by-customer basis. We will look after your customers as if they were our own and will speak to them as your company's software department
- We fully understand how hard it is to find and retain clients. It is only through exceptional service that you will beat the competition and by offering website support on a monthly basis, you are providing your clients with the option of freeing up their time to be more proactive on their actual business rather than the behind the scenes work
- You can use our website service to get your foot in the door before landing the big service pitch. Once you are managing their website it will be much easier to upsell other services until the full managed service is integrated into the plan.

We offer a completely unique and tailor-made service to all of our MSPs. Founder and owner of Pioneer Programmers, Mark Shehan, is a former MSP and therefore understands your client obligations and the importance of keeping clients happy. Our bespoke service is in your control – you dictate the terms.

By signing up to our monthly service, you can start to earn more money while still maintaining the excellent client relations you've strived so hard to achieve.

IS YOUR WEBSITE (OR LACK OF ONE) LOSING YOU BUSINESS?

- Are you and your business stuck in the past?
- Are you losing business through the lack of a good website?
- Does your amateur website make you look less credible?
- It's time to move your business forward! Read on to find out why you **NEED** to invest in a website today!

Dear fellow business owner,

If you are concerned that your website is not performing as well as it should, the chances are **it is actually losing you money**. A website is your shop window and if people don't like what they see, they'll simply move onto the next shop.

Your website should attract AND retain customers! If it isn't doing this, you need to remove, rethink and revamp your old website.

Potential customers need to be turned into actual sales and a good website will improve your bottom line. It is one of the **BEST** marketing tools you can invest in and will open the door to brand new business opportunities.

For your website to perform to its optimum level, you **NEED TO RANK HIGHLY ON GOOGLE**. The only way to do this is through Search Engine Optimization (SEO).

We know what it takes to make it online and can create and design a brand new website as well as write all the optimized content. **YOU WILL REAP THE BENEFITS OF AN OPTIMIZED, STYLIZED, TAILOR-MADE WEBSITE.**

What a website can do for you:

- **Online Marketing:** How much do you think you spend in print marketing each year? If you have a website which is working for you, you can **SIGNIFICANTLY** reduce these costs as well as simultaneously promoting yourselves, your services and your products to new and existing customers. A website is a one-stop-marketing -shop!
- **New Business:** Billions of people use the internet every day and over 90% of these go online to purchase something or contact a company directly. If you do not have a website, you are missing out on a great deal of business opportunities. Make sure your customers reach out to you and not your competitors by having an online presence.
- **Industry Influence:** By using your website effectively, you have the chance to **INFLUENCE** and **EDUCATE** the multitude of potential customers who will visit your site. You can do this on a mass scale with very little effort or cost.

- **Shows 'em what you've got:** Your website is your platform to show the world what you've got, what you can do and what you have done! It is your very own platform to showcase results, sell your services and educate your customers.
- **Updates:** Use your website as a tool to update **ALL** of your customers on your latest products / services / promotions and events.
- **Be heard:** In a world where the little guys regularly compete with the big boys, get your voice across to a mass audience. Whether it is through regular blogs, updated news stories, press releases or just new content, your website is your mouth piece.

A good website puts you at the forefront of your industry. Take the lead with a website which will take you to the top!

TO SEE THE DIFFERENCE A GOOD WEBSITE CAN MAKE TO YOUR BUSINESS AND TO REAP THE BENEFITS, CALL US AT 972-895-3100 TODAY.

Pioneering Newsbytes

EQUIFAX HACK

You are hopefully aware of reports in the news of the security breach of Equifax - a provider of consumer credit reports. But did you know that up to 143 million people are affected? That's 44% of the entire population of the United States!

The data which was exposed includes names, Social Security numbers, birth dates, addresses and driver license numbers. While this is reason enough to worry, approximately 209,000 people's credit card numbers and limited personal information for an unknown number was also exposed. Equifax said the hack took place mid-May through July when it was discovered on July 29th.



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