

<I-Web>

Distinguish your website from competitions

‘ *To achieve communication effectiveness, it is crucial for marketers to sort out the valuable information from the substandard information when communicating to consumers about its products and services*



Overview

With the advent of the World Wide Web and the huge amount of information that is contained there, marketers need to be able to critically evaluate its Web page for:

- **Effective** message delivery to the target audience
- **User friendly** : How easy is it for consumers to search for information on your products and services, how user friendly is it for consumers to browse through the webpage
- **Relevance** : How updated and appealing is your webpage in terms of designs and content to the consumers

What is I-Web?

I-Web is a business proprietary tool with leading edge technologies which enables you to

- Understand how your customers are using your Web site and how the web site can increase traffic, improving its design, optimization and publicity campaigns.
- This model gives you an excellent opportunity to identify where and how you should design your publicity campaign from high traffic web sites, including search engines as keyword should use in your campaigns.
- It also provides you recommendations about which part of the web sites you can optimize the exposure of your key messages, keywords to attract people interested in your services, always focus on Return on Investment (ROI) of your campaign

Service Offerings

- Questionnaire design
- Project Management
- Audio and Video recording
- Venue rental and facilities
- Skilled moderators
- Sample recruitment
- Data Collection CATI/CAWI
- Professional Translations - Multi-language
- Data Processing
- Analysis of data findings

How does it benefits you?

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