



## Internet For Your Business

### SETUP YOUR INTERNET COMMUNICATIONS

#### 1 ISSUES

Not able to interact with clients or potential clients that come to my website.

#### 2 Q & A

**What can I do to improve my website?**

Do you have a "Call To Action" on your site.

Make it easier to find your site directly from search engines.

Build an email list of interested, self qualified prospects.

**How can you help my business?**

We can design, source and implement your communications strategy.

**How much will all this cost?**

After our initial obligation FREE consultation to understand your needs and desired outcome we typically work for a fixed price so you know what you are up for - up front.

[The KIX Group](#), a business communications consulting company, has extensive experience in getting companies setup to take better advantage of the opportunities the internet provides.

This sheet of the **HelpU** series covers how you could better utilise the internet in your business.

Most businesses these days have some sort of website. The "trouble" with these sites is that they are generally only a form of electronic brochure. The mere fact that someone finds your website is something to celebrate, the downside is that you might not know they have even been there, and worse a potential sale may have been lost.

[The KIX Group](#) has a number of years of experience on the net, getting businesses to utilise this medium better. We have been trained by some of the worlds greatest internet marketers.

Don't be confused though, we aren't talking about doing great SEO (which we do) but rather a full strategy on how to use all the resources and capabilities the internet as a

technology can provide not just to your business but more importantly how your clients will interact with you.

Are your frustrations about the internet for you business:

- ★ it's so complicated,
- ★ it costs too much,
- ★ my web designer is too slow,

★ i don't really know how it would help, and

★ it's not integrated into rest of my company

Like all aspects of your business you have to do the right things, not just do things.

A compete strategy on how to best utilise this great medium is necessary. This is where the experienced professionals at [The KIX Group](#) are able to **HelpU**.

It's never a one size fits all. Any solution will contain a combination of solution components, ranging through:

- ★ keyword research
- ★ lead capture
- ★ search optimization
- ★ business internet strategy & architecture
- ★ product creation

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