

# Web Performance Optimization

Building a successful web strategy starts here...

WPO (Web Performance Optimization) is a method developed to help brokers turn the corner with their web initiatives and realize the gains they have been expecting.

Assessing, evaluating and improving your firm's web strategy can be accomplished by implementing our simple three step process:



## Strategic Planning (1 day on site)

An effective straightforward process to determine your website strategy

## Diagnostic (1 day on site)

An in-depth analysis of your sales, technology and operations web-readiness

## Gap Analysis Report (2.5 days off site)

A clear action plan that bridges the gap between where you are and where you want to be - The plan that makes it happen!

## What your firm will achieve by implementing our Program

- A clear vision for your web strategy
- Measurable performance targets
- The skills to incorporate management tools to track progress
- Enhanced customer experience
- Guidance for launching the right marketing strategy for your business
- Social networking best practices
- Methods for using e-services to streamline your business process

## Complementary Services to enhance the success of your WPO

- Sales coaching
- Implementing the online process
- Web marketing Best Practices
- SEO (Search Engine Optimization) Best Practices
- Website functionality and interactive content
- Change management



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