

The Business-Optimized Web Site

Harness The Power Of The Internet

To Broaden Your Marketplace And Build Your Reputation



First Impressions Count

What does your Web site say about you? Does it deliver your message powerfully, effectively, and succinctly? Studies show that you have three seconds to make a strong impression. Miss that opportunity and your visitors will move on to the next Web site in the search results listing.

Tango designs Home pages that are immediately welcoming and informative. We include the right mix of imagery and content so your visitors will instantly know what you do and how you can help them.

However, searchers have to find you to gather that all-important first impression. What if your Web site doesn't appear on page 1, or 2, or even 3 on the search listings? The majority of searchers do not go beyond page 3 or even "below the fold" on page 1, judging that the results are too low or the listing irrelevant. Therefore, if your firm's Web site does not appear high in the listings, chances are your message, however relevant, will go unseen.

Build A Web Site And The Visitors Will Come. Or Will They?

A well-designed, well-executed Web site is not enough. If prospects cannot find your site, your efforts are in vain. Among other tasks, your Web site should serve as a lead generation tool and it can only serve that function if prospects can find it.

Now here's a fact that might surprise you: Your goal should not be to be found at the top of the listings when those companies search for "ERP Software," "CRM Solutions," or "Project Management Systems." Let them find the Microsoft, Sage, or Deltek Web sites when they make those searches. You want to be up front when they look for your products in your target market. (Think "Dynamics GP Toronto" or "Sage MAS 90 Minneapolis" or "Deltek Vision Atlanta.") That's where a Business Optimized Web site proves its worth. That's where Tango can help.

Do you know what your prospects are searching for? Tango does. We do our homework, analyzing your market space, your competitors, and selecting the ideal keywords with which to optimize your site. We continually refine our techniques as the search engines refine theirs. And we continue to monitor the effects of the optimization for months, refining and adjusting to ensure your site is getting the attention it deserves.

"We found the Tango team to be very knowledgeable both on the product and on development techniques. As a result of their updates, we've seen an increase in traffic and visitors to our site."

SEO Summary



"In the time I have worked with the Tango staff, I have found them to be helpful, knowledgeable, and they provide solid Web-marketing advice. They maintain our Web site for us and provide quick turn-around when I request changes or additions to our Web site."

Without disclosing all of our secrets, here's a list of what we provide as part of our Search Engine Optimization (SEO) program:

- Perform initial SEO report for Google, Bing, and Yahoo
- Select and refine up to 10 keyword phrases
- Update/build META tags
- Refine/develop text to boost keyword density
- Update/create HTML elements to boost keyword density
- Deliver monthly SEO reporting
- Provide monthly competitor analysis
- Deliver monthly SEO reporting

ENGAGE and RETAIN

Content Is King

How can you differentiate your firm from the dozens or hundreds of others that sell the same products? You can stand out by demonstrating your experience and expertise through your Web site's messaging.

Tango's copywriters are skilled business-to-business communicators capable of delivering your unique message and convincing site visitors that you're the firm they want to do business with.

Come On In And Stay Awhile

While great content may keep them reading, an engaging design and intuitive navigation is vital to entice your readers to stay and explore all that your site holds.

Tango's team of graphic designers take your ideas and preferences and mesh them with no small amount of creativity, artistry, and pizzazz to ensure your Web site is visually impactful and reflective of your firm's personality.

Tango understands the software and technology industries and builds content rich, comprehensive, and easily navigated product pages that provide the current, pertinent data to your site's visitors to encourage them to explore deeper, stay longer, and return frequently.

A Lead Generation Tool

While it's an ego booster to have lots of visitors coming to your site, if those visitors aren't being converted into leads, what good are they?



"I started receiving course registrations from our new Web site within hours of the site going live."



Your site needs to offer plenty of opportunities for visitors to contact you, download goodies, view demonstrations, and request more information. As visitors engage in these activities it gives them an opportunity to provide you with their contact information.

Today's Web shoppers are savvy. They want real value in exchange for their name and e-mail address. Your approach needs to be refined and professional, your deliverables and calls-to-action need to be relevant and compelling.

Tango knows the How, the Where, and the What to ensure your optimized site is ready to gather lead information and deliver it to your desktop. We will work with you to turn your site into a true informational resource, turning visitors into leads. Making your Business-Optimized Web Site the perfect opt-in, permission based, marketing/sales tool.



REFINE

How Do I Know How Well It Is Working?

The Business-Optimized Web site can be a great lead-generation tool, but to produce the best results it must be kept current. Both the search engines and your prospects will begin to ignore you if they see that your content has gone stale. Here are some ways to help keep your site current, supercharging its power to promote.

Backlinks—these are links to pages on your Web site that live on other people's Web sites. When search engines find these backlinks they tend to rank your site higher. Business associations, trade groups, and white page listings on the Web all can include backlinks to your firm's site. Similarly, press releases you publish are a great way to generate potentially hundreds of backlinks to your site.

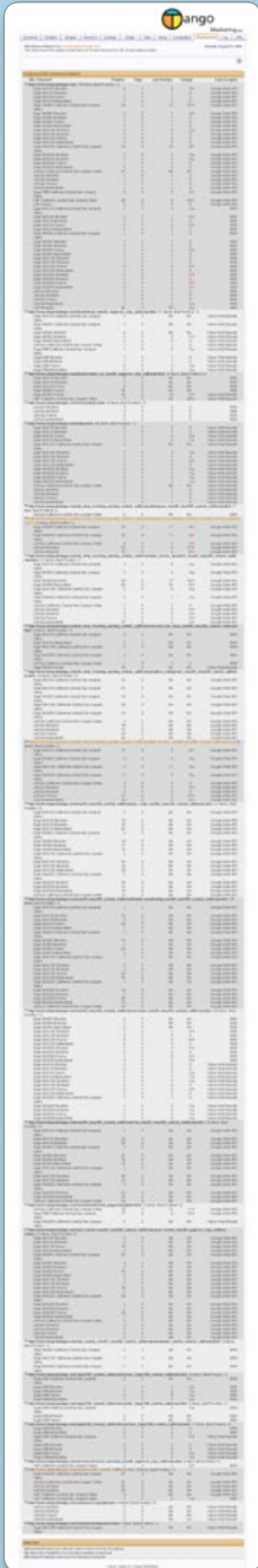
News Feeds—industry news feeds are a simple way to ensure your site contains current content. Consider adding one to your site's Home page or dedicated News page.

Social Media—you shouldn't ignore outlets like Facebook, Twitter, LinkedIn, and blogs as ways to promote your firm over the Internet. Include links to your company's pages on these sites.

"I went from nowhere to the Top 5 in less than a month!"



SEO Details



The image shows a vertical screenshot of a Tango SEO report dashboard. At the top, the Tango logo is visible. Below it, there are several sections of data presented in tables and charts. The tables contain columns for various metrics such as hits, visitors, and page views, along with dates and other identifiers. The charts provide visual representations of the data trends over time. The overall layout is organized and professional, typical of a business analytics tool.

Web Site Analytics

As prospects and clients browse your Web site, their activities are being watched and recorded. As part of your Business-Optimized Web Site project with Tango, we will distill those activities into valuable metrics that are more than just interesting—they provide insight into what's working, and what needs tweaking. Our Web reports deliver an abundance of information that's tremendously useful as we continue to refine your site. Among the metrics each report provides are:

- Total Hits
- Average Hits Per Day
- Number of Unique Visitors
- Total Page Views
- Most Popular Page
- Most Popular Download
- Top Search Engine
- Top Key Phrase

Our SEO Reports may be even more interesting. These graphical reports show you how you're ranking against the competition. How many listings in the first position? Top 5? Top 20? Have you gained or lost since the last reporting period? How are your keyword phrases performing? How many Google listings? How many Yahoo listings?

We will help you understand what the results mean and determine together whether adjustments are needed to achieve better rankings.

Nothing Stays The Same. No Worries.

You want to ensure your site stays current with news, events, new product announcements, and relevant information. Tango's annual maintenance plan provides an easy way to make changes and additions to your site ensuring your content is current and relevant. Call us or e-mail us with the changes and adjustments you want and we'll handle it—typically within one business day.

Why Take Tango To The Dance?

We Know Your Business

Do you dread trying to educate a general marketing agency or Web development house about how your business works? Tango has over 35 years of combined experience marketing software and technology products and services.

Web Site Details

We know you're busy and will make respectful use of your time gathering the input we need. Our experience in this market means you don't have to spend the time explaining the ins and outs to us.

Turn-key Project With End-To-End Project Management

Using proven techniques, market research, industry expertise, creativity, and diligent project management, our talented team consistently delivers excellent quality projects on time and for the price agreed upon.

Our turn-key approach includes all the elements of a successful Web site, including the following services: graphical design, creative copy writing, editing and proofing, HTML coding, annual content maintenance, and search engine optimization services.

During the development cycle, you'll have access to Tango's secure development server where you can monitor progress and offer feedback. And once the site is live, routine updates and changes are handled quickly as part of your annual maintenance contract.

Tango utilizes industry-standard tools to design, build, and maintain your new site, which include: Adobe Photoshop, Adobe Illustrator, Adobe Flash, and Adobe Dreamweaver/GoLive. The final HTML code and programs are Web platform independent.

What's It Going To Cost?

Tango's Web site and SEO projects are commissioned at a fixed price. No surprises. We'll detail exactly what we will deliver and outline what we'll need from you along the way.

Take The Next Step

We welcome the opportunity to work with you to create a Web site that showcases your company's talents and accomplishments and allows you to rank among the top sites in your marketplace. Give us a call or send us an e-mail and let's begin building your firm's Business-Optimized Web Site.

The screenshot displays a web analytics dashboard with several sections:

- General Statistics:** Report for website: Web Server Log Imported: 3/1/2008 (2:11:13 AM - 8:30:00PM 1/1/08) Report Date (Refresh): 3/1/2008 - 8/31/2008 (30 Days) [Change...]
- General Information for selected dates:**

| Item Summary | Total | Per Day | Items Summary | Total |
|---------------------------|--------------|----------|--------------------------------|----------|
| Number of Hits | 35,220 | 1,207 | Number of Days | 18,023 |
| Number of Successful Hits | 28,870 (82%) | 1,198 | Average Number of Hits per Day | 163 |
| Outgoing Traffic | 784 (2.2%) | 24.87/Hr | Average Hit Duration | 2:50 Min |
| Incoming Traffic | 346 | 0.96 | | |
- Visitors Summary:**

| Item | Total |
|------------------------------------|------------------------------|
| Number of Unique Visitors | 1,929 |
| Visitors who visited once | 1,176 (61%) |
| Repeat visitors | 613 (32%) |
| Average Number of Hits per Visitor | 18.24 |
| Most visitors from this Country | United States (12% visitors) |
- Page Views Summary:**

| Item | Total |
|-------------------------|--------------------|
| Total Page Views | 13,519 |
| Most Popular Page | Index.html (1,033) |
| Most Popular Download | _pdf_assets_1_226 |
| Most Popular Entry Page | Index.html (2,362) |
| Most Popular Exit Page | Index.html (2,364) |
- Referral Information:**

| Referral Summary | Hits | Search Engines Summary | Hits |
|-----------------------|-------|------------------------|-------|
| Top Referring Website | 1,367 | Top Search Engine | 304 |
| | | Top Top Refrags | 26 |
| | | Referrers | 1,363 |
- Technical Information:**

| Technical Summary | Web Browser Platform |
|-------------------------------|----------------------|
| Most Popular Operating System | Windows 7.1 |
| Most Popular Operating System | Windows 8.1 |
| Browser Hits | 6.88 (2%) |

Get Started With Tango Marketing

A Business-Optimized Web site is a powerful tool to promote your company and your products and services. There is both art and science involved in ensuring your site is at once appealing, compelling, intuitive, and effective and we'd love to be of help crafting the right balance for your firm. Contact us at: sales@tango-marketing.com or at (425) 673-5300.

About Tango Marketing

Tango Marketing is a full-service marketing agency specializing in the software and technology industries. We use our proven techniques, market research, industry expertise, and creativity to your best advantage.

Tango Marketing designs and executes highly effective marketing programs to help software and technology companies, channel partners, developers, and consulting firms to place their name topmost in the minds of prospects and customers.



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