

What does
a professional
see



when he
looks at
your website?

Do you need an independent perspective on your website?
Most people do.

An impartial professional review of your website will provide your business with the following benefits—

It helps keep your website **fresh.**

- Your customers expect to see the most up-to-date features and functions on your website.

It helps keep your website **relevant.**

- They need information that will help them understand your products and services.

It helps keep your business **customer-focused.**

- It will give you a better understanding of your user's experience, improving communications and relationships.



It allows for **mid-course corrections** to your website.

- It is less costly and time consuming to continually tweak a website (making minor improvements) than to design and build one from scratch.

The time will come to **replace your site.**

- You'll know which features you want it to have and why.

Strategic eBusiness - Cook Consulting is unique.

Our focus is the alignment of eBusiness tactics with overall business strategies.

What does this mean to you?

Improved communication with clients and prospects

Increased sales opportunities

Optimization of technology to improve all aspects of your business.

We do not build, maintain, or host websites.

We work with our clients to provide them with what they need to direct the development activities using inside staff or outside developers.

Our services are

- Relationship-based
- Focused on your needs
- Results-oriented.

Duane H. Cook is Founder and CEO of **Strategic eBusiness - Cook Consulting**, a firm specializing in helping businesses take their eBusiness to a higher level.



“An independent view will stimulate and challenge your thinking and get your creative juices going!”

www.ebizk.com

Strategic eBusiness—Cook Consulting
53 County Clare Crescent
Fairport, NY 14450



o: (585) 377-3439
w: www.ebizk.com
e: dcook@ebizk.com

WEBSITE EVALUATION

Large companies routinely spend thousands to have their websites independently evaluated and analyzed. A professional evaluation provides them with an unbiased viewpoint they cannot provide for themselves.

These services are now available to small businesses!

Our **200-point evaluation** covers

- conformance to standards
- browser/operating system/screen resolution combinations
- review of alternative web features
- assessment of your home page
- graphics, text and fonts
- content
- eCommerce capabilities.

We document our findings so you can make an informed decision whether to correct your current website or replace it entirely.

Our Three Step Process:

1. Collect input about your company's value discipline, style, and business objectives
2. Perform our 200-point evaluation of your current site
3. Document the professional review of your site, providing detailed recommendations and suggested priorities for improvement.

WEBSITE BUSINESS BLUEPRINT

If you were having a home built you'd hire an architect before you hire the builder. **You need to do the same for your website.**

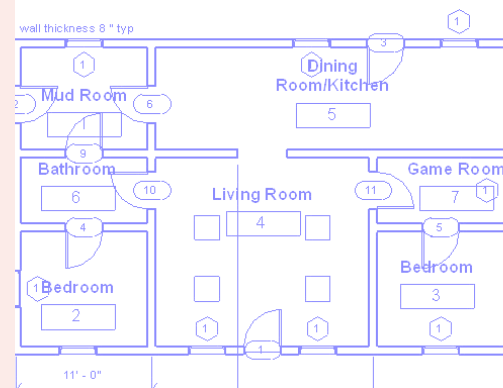
Most businesses start by going to an Internet Service Provider or Web Developer to tell them they want a website. What you really need to do is identify your **business objectives** and lay out a **blueprint of business features.**

Looking at your website from a business perspective gives you a totally different understanding. It focuses on what should be done rather than what can be done. It strips out features which don't add value yet cost extra.

We'll do your design right the first time!

Our Three Step Process:

1. Collect input about your company's value discipline, style, likes and dislikes, systems, and business objectives
2. Perform an analysis of your business objectives and features your site needs
3. Document the preliminary blueprint of your website and an initial, high-level use case.



OUR BASIC SERVICES

SMALL BUSINESS WEBSITE EVALUATION

We provide a detailed document to explain what we see in your website. This can be used in deciding what changes should be made to your website and can be passed along to your website development or hosting company for their input and corrective work. We can also conduct a short conference call to discuss our findings.

With our materials you have all you need to make an informed decision on how to proceed!

COST: \$500

WEBSITE BUSINESS BLUEPRINT

We provide a preliminary blueprint and initial, high-level use case for your future website. At your option we will also give you a project plan schedule. This can be provided to a website developer for a Request for Proposal (RFP) or Quote (RFQ), or given to your provider for functional and technical design and development. **These documents will assure a clear, high-quality design.** They can also be used to manage a highly successful web design and development project.

COST: \$500

COMBINATION OFFER

If you order and pay for both services at the same time, we'll give you a handsome discount. Website evaluation will be done immediately and a website business blueprint will be prepared when you are ready to proceed with your new website!

COST: \$800

WHAT PEOPLE ARE SAYING ABOUT US!

Cook Consulting brings a passion to the e-commerce area that is infectious. They believe strongly in the potential this technology has to transform and improve customer satisfaction and business operations. Duane Cook has been a significant reason why Kodak has succeeded as an industry leader in e-commerce.

John McDermott
Eastman Kodak Company

Cook Consulting was instrumental in moving the graphic arts supply industry from paper to electronic processing. This \$6 billion industry now has improved methods for doing order entry, financial transactions, sales reporting and rebate processing. In recognition of his contributions Duane Cook was presented the North American Graphic Arts Suppliers Association (NAGASA) coveted Favat Award.

David J. Steinhardt
President & CEO, IDEAlliance

Duane is an exceptional individual who combines an unbelievable zeal for his job with great project leadership skills including strategic development, process design and planning, testing and system implementation, and on-going support.

Nelson Peck
eCommerce Manager (retired)
Kodak Polychrome Graphics

**Contact us today
to arrange for an
initial input session!
(585) 377-3439
dcook@ebizk.com**