



# Dominate the Web

“Turning your web site  
into a power Sales and  
Marketing tool.

## Web Assess

Dominate the Web – turning your web site into a power sales and marketing tool.



You are now at:

1. Web Assess
2. Flash Points
3. Perception
4. Fluff Factor
5. K.O.I.L
6. One2One CC



**If you're not using a clear and logical system to turn your web site into a Power Sales and Marketing tool to lead your business to “*Dominate the Web*”, then you're simply wasting your time.**

**Welcome** to the “Dominate the Web”<sup>®</sup> (DTW<sup>®</sup>) System. We believe all good things start from good beginnings because it's from those foundations that everything else is based upon. A poorly constructed foundation will give way to any structure you build upon it, no matter how beautiful or how much money you throw at it.

The DTW System is meant to address exactly that, a solid foundation from which you can build upon. The following ebooks are provided free of charge and are intended to be introductory in nature, to get you started on the right foot. We believe that if you follow our system in the clear and logical method presented, you too can attain amazing results with your web site. To take full advantage of the wealth of information contained within the complete system, it is our recommendation that you call us to arrange a free one hour consultation. Further details are provided at the end of this eBook.



## Let's start.

The first step in the DTW System is called the “**Web Assess**”™. The primary goal here is for you to understand what your web needs are.

- ❑ Will you need a lot of changes to your web site?
- ❑ Will you constantly be adding/removing web pages?
- ❑ Do you like to do things yourself or have someone else (outsource) to do it?

These are just a couple of the types of questions we'll ask you in hopes of clearing up your requirements whether you know them or not at this time.

Like all well laid out plans, it starts with the end in mind then you work backwards from there.

Clearly state what your web goals are (one or two points):

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Now you need to take stock of what tools, systems and resources you already have in place with respect to the web (Dreamweaver, in-house web/app server, web staff of two, outsource designer etc.):

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Needs	Importance (score 1 = low, 10 = high)	
<b>Content Authoring</b>	comments	score
1. Maximum control		
2. Lots of changes to website		
3. Ease of implement, use and maintenance		
4. Database driven		
5. Simple One-Click system		
6. Quality control of brand		
7. Remote accessibility		
8. Faster Return on Investment		
9. Lower total cost of ownership		
10. I don't want to be forgotten after the sale		
<b>Subtotal:</b>		
<b>Content Management</b>	comments	score
1. Maximum control		
2. Lots of changes to website		
3. Ease of implement, use and maintenance		
4. Perform tasks quickly		
5. WYSIWYG interface		
6. Quality control of brand		
7. Remote accessibility		
8. Faster Return on Investment		
9. Lower total cost of ownership		
10. I don't want to be forgotten after the sale		
<b>Subtotal:</b>		
<b>Electronic Newsletters</b>	comments	score



1. Maximum control					
2. Lots of campaigns/changes					
3. Ease of implement, use and maintenance					
4. Perform tasks quickly					
5. Trackable campaigns					
6. Measurable results (reports)					
7. Remote accessibility					
8. Lower total cost of ownership					
9. Faster Return on Investment					
10. I don't want to be forgotten after the sale					
<b>Subtotal:</b>					
<b>Search Engine Marketing</b>	comments	score			
1. Guaranteed top three rank					
2. Hands off approach					
3. Ease of implement, use and maintenance					
4. Easy to read reports					
5. Keep costs down					
6. Quality control of brand					
7. Remote accessibility					
8. Faster Return on Investment					
9. Lower total cost of ownership					
10. I don't want to be forgotten after the sale					
<b>Subtotal:</b>					
<b>Score/Recommendations:</b>	1 - 30	31 - 60	61 - 80	81 -100	
<b>Content Authoring</b>	D	C	B	A	
<b>Content Management</b>	D	C	B	A	
<b>Electronic Newsletters</b>	D	C	B	A	
<b>Search Engine Marketing</b>	D	C	B	A	



## Recommendations:

**A:** It appears that you have a clear understanding of what your needs and strengths are. You understand how to achieve your goals without compromise. You are a leader and can see through the clutter to your end goal: on-time, on-budget with no sacrifice in quality. You have an excellent understanding that outsourcing services allows you to focus on what it is that you do best. You also have a clear understanding that to achieve higher ROI while lowering your TCO is important, particularly in today's tight, competitive marketplace. You have vision to see the value and strengths of an Application Service Provider (ASP)/ Web Services Provider.

**B:** It appears that you are suitable for an outsourcing web services model. Outsourcing addresses most of your issues and needs that are of importance to you. Consider using an ASP/ Web Services company.

**C:** You are borderline with using in-house systems and salaried web professionals vs. outsourced web services providers. Fax this assessment into our offices for your free one hour 100% risk free consultation to further clarify your needs.

**D:** You may be comfortable with in-house systems and salaried professional web engineers, designers and coders. The high associated costs of maintaining such resources may have pay off for your company based on your specific needs. Complete control and ownership appears to be a factor. You may have a large budget to spend on dedicated resources, without a need for greater ROI and lower TCO. Financial accountability doesn't appear to be of major importance and you are willing to accept internal red tape, bureaucracy and lengthy delays to get the job done.

This concludes this portion of the DTW System. If you'd like further information on your web needs assessment, please fax this to our offices at 416-534-0055. We'll review it and call you back. Or if you'd prefer, give us a call and we'd be glad to arrange a free one-hour, 100% risk free consultation.



*Please email to: [lee@aspirewebsolutions.ca](mailto:lee@aspirewebsolutions.ca) or Fax To (416)534-0055*

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## **Dominate the Web – Web Assessment**

Company Name: \_\_\_\_\_ Years In Business \_\_\_\_\_

Name: \_\_\_\_\_ Title \_\_\_\_\_

Phone Number: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Number of Employees: \_\_\_\_\_ Number of Sales Reps: \_\_\_\_\_

Website: \_\_\_\_\_

Company Location: \_\_\_\_\_

Branch Locations: \_\_\_\_\_

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-Archana Jaiswal, <http://www.MindOne.ca>

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-Kelly McCormick,  
<http://www.McCormickTeam.com>

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-Laura Helsel, Owner  
Riverdale Pilates  
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when finding a Web Services Company,  
and how to eliminate them.**

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<http://www.aspirewebsolutions.ca/the-5-biggest-worries.PDF>

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**100% Risk Free 1HR Consultation now.**

Yours truly,  
Lee Chiang

Principal,

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