


**10** things you should know about a Web Services firm before doing business. See how they stack up against TechXpress.

		THE COMPETITION		
			COMPANY 2	COMPANY 3
1.	<b>Business Development</b> Do they have someone qualified to assist you with developing your Internet strategy? You should get a good feel for this during your initial consultation.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	<b>Design Expertise</b> Is their programmer doing the design? Are they using a template purchased online? Make sure they assign an experienced web design specialist dedicated to your project.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	<b>Content Management System</b> Once the site is live, what type of tool will they provide you with for making updates? Is it powerful and user-friendly? Verify they even offer such a system.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	<b>Shopping Cart Software</b> Do they offer you a proven working system which fully integrates with your site? Do they have to build it from scratch? Or do they use a 3rd party template application? This can be a critical factor to your site's success.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	<b>Internet Marketing</b> How will traffic be driven to your site to meet your business goals? Does the provider staff an Internet Marketing specialist to help ensure your success? Without enough targeted traffic, the above 4 points become irrelevant.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	<b>Training &amp; Support</b> How is post-launch support handled? Is there a dedicated person or department there for you when issues come up? What is the expected response time?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	<b>Hosting</b> Request information on the facility for where your site will be hosted. How secure is it, and what type of backups are in place? How many servers are they operating? What was their uptime % over the past 12 months?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	<b>Overall Experience</b> How long have they been in business and what are their credentials? How many sites have they built? How many team members do they staff to service you?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	<b>Industry Experience</b> How familiar are they with your specific type of business or application? Ask for samples of work.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	<b>Customer Satisfaction</b> Ask for at least 5 client references to projects similar to the one you intend to have built. Look for success stories!	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Signature of our representative

A salesperson may say they meet these 10 criteria, but make them sign it - they should stand by every line.

\_\_\_\_\_  
TechXpress

### ▶ A message from our company CEO:



Thank you for taking the time to learn more about TechXpress. As an experienced Website Services provider, we believe you should know what makes us different right up front – so we put it in writing. A lot of providers claim to offer a true website solution, until you dig a little deeper. Your website is one of the most important communication vehicles for your business. Don't trust it to just anyone.



Bryan Sarlitt, CEO