



Proving Website Design, Hosting and Internet Marketing Services Since 1997!

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Meet Virtualtech Web Site Design and Promotion

Virtualtech is not your typical website design firm. Why? Because our clients get **results** from their websites!

Our focus is to use the Internet to effectively market your business. Our services include website design and re-design, maintenance, Internet marketing, CD catalogs and CD duplication.

Virtualtech does not offer computer sales, networking, or programming; neither are we an Internet service provider or graphic design studio. We are Internet marketing experts.

Virtualtech's specialty is website promotion and has earned the reputation of the Fox Valley's Internet Marketing leader.

During the past eleven years we have learned how search engines work and how they rank sites. We will improve your site's ranking on the top search engines, thus increasing traffic to your site, which will lead to more sales for your company, which means more money in your pocket!

Virtualtech is owned by Tammy and Michael

Schultz. Tammy founded Virtualtech in January 1997 when she saw that businesses needed assistance taking advantage of the marketing opportunities of the Internet.

In her role as President, Tammy is responsible for overseeing the design and marketing of our clients' website. Tammy also focuses her energy towards building the Virtualtech name into a recognized brand in the website marketing business.

Michael joined the company in 1999 and became a partner in 2001. In his role as Vice President of Operations, Michael's focus is on "making things work" for our clients, finding the solutions necessary to accomplish our clients' needs and keeping Virtualtech in touch with changing technology.

Tim Kadlec joined Virtualtech in 2005. As head web designer, Tim works hard to create design layouts that work for our clients. He uses a variety of languages and programs including Adobe Photoshop, Paint Shop Pro, CSS, Shop Pro, HTML, JavaScript, ASP, VB

Script, and SQL to create sites that are easily accessible for site visitors and search engines.

Amy Rieckmann returned to Virtualtech in 2006 as a receptionist. Amy makes everyone that calls or visits the office feel welcome and answers their questions. She is also responsible for updating websites, creating online stores, and submitting sites to search engines.

Chris Robinson joined Virtualtech in 2007 as a web designer. Chris uses HTML, CSS, Macromedia Flash and Adobe Photoshop to take our clients' websites from concept to completion.

Kyle Herminath joined the Virtualtech team in 2007. In his role as web designer, Kyle completes websites, takes care of website updates, and creates Flash animations.

Virtualtech's mission is to maintain the highest quality standards possible while maintaining what we believe to be the most competitive pricing in the Fox Valley.

"Thanks once again for the excellent service, don't ever hesitate to use us as a reference, over the years and with both sites, you have consistently exceeded our expectations. Keep up the great work."

Ed and Kris LaCount
Silver Sands Motor Lodge
silversandsmotorlodge.com

"Almost ALL of my new business comes in through my website. I truly believe that the future of marketing requires a great website as a main component."

Geof White
Valley Window Cleaning
valleywindowcleaning.net

"WOW!!! That was FAST! I was expecting Monday at the earliest! How about a raving testimonial to your customer service!!!!!! An ABOVE & BEYOND award to Virtualtech."

Lynn Kutz
Medically Sound Mobile
Massage
mobilemassagewi.com

"Wow! Once again I am amazed by your customer service -- this time long after business hours. My day job is in IT, and I'd be a lucky man if more companies in our industry had your level of commitment to their clients. Thanks so much!"
Luke Beschta

Site Statistics Reports record visitor counts, pages visited, search terms being used, and other marketing information. If your hosting provider doesn't offer these reports, call Virtualtech. We include Site Statistics Reports with ALL of our hosting packages!

Marketing Example – The Hitchin’ Post, Warsaw, NY

The Hitchin’ Post hand makes deerskin products, including moccasins, handbags, and wallets. They first hired Virtualtech to create an online store in 1999. Since that time we have marketed and maintained their site. Since the inception of their on-line business, their sales had shown steady growth. However, in 2001, they really saw an increase. Why? Because we started an aggressive marketing campaign that included submitting the site every six weeks. Below is a chart showing how the sites ranking changed in 2001.

Search Engine	Search Term	Ranking January	Ranking December
Google	Deerskin Wallets	12	1
Yahoo	Deerskin Wallets	N/A	2
MSN	Deerskin Wallets	32	1

Starting in November 2001, we also incorporated Overture into their marketing campaign. Overture is a “pay-per-click” search engine which allows you to bid on the keywords you want your site to appear for.

Below is a chart showing what The Hitchin’ Post spent on Overture for click throughs (the number of people that visited their site) compared to the amount of sales that month.

Month	Spent on Overture	Amount of Sales
September	\$0.00	\$128.40
October	\$0.00	\$610.70
November	\$550.00	\$2,375.55
December	\$885.00	\$4,131.59

Tammy and Mike, I thought you might be interested: Our website has done 10 times as much business this year as last year!! Hopefully we will increase next year also. "

Ellen Chandler
Owner

The Hitchin’ Post
thehitchinpost.com

We are sharing this information to help you understand that it takes both time and money to see results from a Web site. The Web offers the opportunity to expand your market, thus increasing sales. But it will not happen overnight or for free. The Web is not an inexpensive way to "get rich quick". It works, but like everything else, it takes time, money, hard work, and a belief in your business.

Virtualtech Provides

Website Design: Virtualtech started as a website design company in 1997. When we design a website, we keep two things in mind: visitors and search engines. For the visitor we make sure all our websites easy to navigate and are clear to understand. For search engines, we make sure every page of your website has META tags, effective text links, search terms and looks good in all browsers and monitor resolutions.

Internet Marketing: Unfortunately, unlike the saying “if you build it they will come”, if you create a website and place it on the Internet people will not flock to it. You need to let search engines know it is there. Virtualtech can assist you in marketing your site. We will update META tags and submit your site to the top search engines.

Website Maintenance: Over the years millions of websites have been created and placed on the Internet. A problem many of these sites face is that they have not been updated since they premiered. Virtualtech will take your existing website and bring it

up to date with new information, new technology and give it what visitors are looking for in websites today - CONTENT!

Website Hosting: Virtualtech offers several website hosting packages from our most popular “brochure” package to our “commerce” package, which offers secure on-line ordering and the MIVA Merchant electronic store builder. All packages include site statistic reports.

CD Catalogs: By converting your print catalog to a CD you can do updates more frequently and lower your mailing costs. CDs can be navigated much like a website through the use of clickable links. CDs allow you to offer additional information about your company such as larger photos and longer video clips.

Low Volume CD Duplication: Whether you need 10 or 2,000 CD’s duplicated, we provide outstanding service and competitive prices. Duplication includes design of CD label, printing full color label directly onto CD, and plastic shell cases punched for a three-ring binder.

**Virtualtech is the only
FULL TIME website
design and marketing
firm in the Fox Valley.**

*We will get results from
your website!*

"Until I met Tammy of Virtualtech, adding a website to my marketing plan was always put on hold and other marketing efforts were chosen. I was skeptical of websites and their strength as a marketing tool. I thought them to be too expensive and too time consuming to create for a start up business such as mine. Virtualtech and Tammy's team of experts turned me into a believer."

Cindy Reffke, President,
Quest Marketing, Inc
questahead.com

Some of our clients

Virtualtech currently has clients in 25 states! Here are a few of them. Go to virtualtech.com/portfolio.asp for the most extensive website portfolio in the Fox Valley.

gbbg.org: Green Bay Botanical Garden captures the beauty of Wisconsin's flowers, trees and bushes.

pcitrucks.com: Packer City International Trucks sells and services heavy duty trucks.

settleinnappleton.com: A hotel located in Trasino Park, Appleton.

verticalservices.com: Offers helicopter services in Northeast Wisconsin.

arcways.com: Manufactures curved, spiral, and circular staircases.

ellipsefitness.com: Revolutionary workout class concept in Wisconsin.

allurehomesanddevelopment.com: Custom home builder in Appleton, Wisconsin.

3nvideopro.com: Provides video production services.

americanfoundationonline.com: Provided counseling and consultation services to the community of Green Bay, Wisconsin.

johnnathansbistro.com: Italian Bistro in located in Trasino Park, Appleton.

go2uroom.com: Custom made children's furniture store in Greenwich Connecticut.

kustom-kitchens.com: Complete kitchen and bathroom remodeling in Northeast Wisconsin.

ralphshardwood.com: Provides installation, sanding, and refinishing services for hardwood floors.

lastoneimages.com: High quality, meaningful photographs to use in advertising, promotional materials.

dandminteriors.com: Large selection of flooring including carpet, ceramic tile, laminate, vinyl, and area rugs.

curbappealwi.com: Landscape curbing installer in Appleton.

richardrealestate.com: Realtor in Appleton, Wisconsin.

timspringstroh.com: Tim Springstroh Limited Late Model race car driver at Wisconsin International Raceway.

amishfurniturewarehouse.biz: Custom Amish furniture builder in New London, Wisconsin.

imageh.com: Image Hospitality is a management company for restaurants, hotels, resorts, and retail stores.

Online Stores

papercreations.com: Offers a complete line of specialty papers and scrapbook supplies.

bodaciousbasketry.com: Hand made custom baskets.

premadescrapbooksbyjen.com: Pre-made wedding and baby scrapbooks.

riversideflorist.com: Florist and greenhouse located in Appleton, Wisconsin.

statelineapparel.com: Sells Carhart work clothes in their store in Menominee, Michigan or online.

appletonbarbersupply.com: Beauty and barber supplies and equipment.

What Search Engines Want

Today's shoppers/buyers are using search engines to find products and services like yours. Will they find your website? As you learn what search engines look, you may discover that you don't have the time to accomplish these tasks. That is where Virtualtech can assist you.

Understanding and effectively using search engines will be the difference between the success or failure of your website.

Site Content—Search engines want to give searchers relevant results. They are looking for sites that offer useful information, not be just a sales pitch. The more useful the information you can provide, the better you will rank. Think in terms of educating your visitors, not selling to them.

Keyword Relevancy—Search engines want to ensure that the search term someone searched for will be addressed in your website. In order for your site to rank well on a search

engine, your search phrase(s) must be included in the content (text) of your website. I suggest creating web pages that feature 2 to 4 search term phrases (most people search using 2 to 4 words). If you have too many search phrases on one page, the terms become "saturated" and the site does not do well for any of them.

Link Popularity—Search engines will count the number of links to and from your site that are RELEVANT to your site and visitors. Links to your site are more important than links from your site. For example, if Donna's Bridal wants to increase her "link popularity", she would contact florists, caterers, and limousine services to link to her site. However, a link to Bob's Bait and Tackle would not be a relevant link. Too many non-relevant links may hurt your ranking.

META Tags—These tags are found in the source code of your website. You will first need to determine what your search phrases are and then create META tags. The META tags that are

most important are the "title" and "description".

Title—Should be no more than ten words and should include your most important search terms. Try not to use unsearchable words such as "and", "that", "inc.". Unless people are searching for your business name, do not include it in the META title.

Description— Should be no more than 30 words. Think of the description as a classified ad as this is what potential visitors will see when a search is done. People will use this to decide if they will click on your link or not. Be sure to incorporate your search phrases within the description.

"You and Mike need to know how much we appreciate your consistent & efficient handling of our updates."

Mike LeMay, Q90FM
General Manager
q90fm.com

Subscribe to our online newsletter!

Virtualtech News is published monthly and sent via email. Visit virtualtechnews.com to subscribe to our FREE newsletter.

The newsletter is full of helpful tips on website design, marketing, and other business related topics. Some of our latest topics include:

- ⇒ How can I tell people about my site?
- ⇒ CAUTION: No Call List Scam
- ⇒ Launching a Search Engine Friendly Website
- ⇒ Getting Your Site Indexed Before You Launch
- ⇒ Marketing Secrets That Save Marketing Dollars

Email Campaign Management

Looking for a great way to stay in touch with your clients and potential clients? Communicating to them through email is an inexpensive way to make sure they do not forget about you.

What can you do through email?

- * Convert your paper newsletter to an electronic one
- * Send out press releases
- * Announce a new product or service
- * Offer special sales and promotions

Virtualtech can assist with this marketing tool by:

Setting up an Email List - This is setup on your Virtualtech hosting account and allows visitors to your site to sign up for your email list. The email management system manages the email address and allows people to unsubscribe.

Email Campaign Management - Virtualtech will create the email and send it to your email list. You just give us the facts and when you want it sent, and we do the rest.

WebOuts

WebOuts allow you to "walk onto your website and talk to your visitors". This unique way to communicate with website visitors will set your company apart from your competition.

See an example at <http://www.virtualtech.com>

"Thanks so much for your efforts, sound advice and most importantly your patience! I'm looking forward to developing this (site) further.

Tim Eaton, Owner, Beaux Arts Studios
bozastudios.com

Six months later Tim wrote— *"One hit made me back my investment in the site and then some!!! One more like that and it will be making me \$\$\$."*

Elements of an Effective Website

A website should not be the responsibility of an IT department or someone who "knows something about computers". It should be designed by a company that understands the marketing and technical aspects of website design. From design to hosting to promotion, it must all be done with the same goal in mind — **to attract potential clients to your website and turn them into paying customers.** There are four steps to creating an effective website.

Step One: Domain Name - This is the address of your website. It is best to use your company name. However, if it is not available, then a tag line or abbreviation can be used. Think about how the URL will be marketed. Will people learn about your site through print media, TV, radio, or billboard? If people need to remember your URL, use a name

that is easy to remember and spell. By having a domain name that includes your top search terms, you might be able to improve your sites ranking. But don't get carried away, just having several domain names will not improve rankings.

Step Two: Website Design - Because a website is an extension of your marketing the design needs to be consistent with your other marketing materials. It should be professional, attractive, and informative. Your website may be the first impression of your company, don't make it a bad one!

Step Three: Website Hosting - Basically you are renting space on a computer that always connected to the Internet... much like renting space on a billboard. Choosing your hosting provider is important because they can affect the success of your web-

site. If they are not reliable and your site is down, you are basically "out of business" and not able to use email.

Step Four: Website Marketing - Is done to drive traffic to your website. This should include both traditional forms of marketing as well as search engines, Internet Directories, and Email. Adding a website to your marketing program will change the way you use your marketing dollars.

"Hi Tammy! I just wanted to let you know that in the past 5 days I had 2 people from the website. They both liked the website a lot and said it looked very professional and it made them decide to get their massages here."

Inna Mazur,
The Massage Factory
thaimassagefactory.com