

10 TIPS TO CREATE A SUCCESS WEBSITE

Is your website bringing you business? Increasing revenues?
Reducing costs? Building value?

If it is then, congratulations, this discussion may help you increase profits.

If not, why not?

There's so much more to a web site than an "open for business" sign on the home page.

This presentation will help you (re)evaluate your current website, or the one you are going to build, by giving you key tips to help you, your customers, employees, industry analysts, etc, make your company profitable. Key points discussed will include:

- Figuring out why people come to your website
- How to get the right people to your site
- How to make it easy for visitors to get what they need and making it easier to do business with you
- Starting a relationship with your visitors before a live contact is made (and how profitable that can be)
- Knowing how to interview web developers in order to get the most for your money
- Making sure your web site meets your goals and what goals are realistic

Using real life do's and don'ts from existing websites, learn about the roles played by research, graphics, kinds of information you put on the homepage and the amount of it, information architecture, branding, and strategies to make your site profitable from the moment you "go live" from two award-winning experts.

Speakers: Sandra Holtzman, President & Creative Director, Holtzman Communication, LLC www.holtzmancom.com

Sandra Holtzman is an award-winning Creative Director whose work has received international recognition. Trained on Madison Avenue, Sandy has over 20 years experience translating cutting edge science into innovative advertising that sells. Her strategies and concepts have proved equally successful for both \$100 million dollar brands in Fortune 500 companies and small start-ups. She is the President of Holtzman Communications, an advertising, marketing and communications agency that specializes in all aspects of biotech/life sciences, IT, pharmaceuticals, nanotech and emerging technologies. She founded the company in 1997. Holtzman Communications delivers savvy marketing and creative ideas that differentiate companies in a highly competitive environment and in ways that help boost their bottom line.

Holtzman is the co-chair of the NY Chapter of the *Licensing Executives Society*; marketing columnist for Lab to Wall Street, an ezine focusing on biotechnology in New York State with C-level international readership; wrote "Websites that Click" in the January 2005 issue of *Pharmaceutical Executive*; authored a chapter on marketing in the revised edition of "A *Comprehensive Guide to Business Incubation*", the top-selling book published by the National Business Incubation Association; and lectures about the need for marketing to the start-up and venture communities with a presentation called "The Top 10 Lies Start-Ups Tell Themselves to Avoid Marketing" which is being turned into a book.

[Holtzman Communications, LLC](http://www.holtzmancom.com)

One Union Square West

New York NY 10003

(212) 414-0780

sholtzman@holtzmancom.com

www.holtzmancom.com

Lo fat marketing: Big ideas without big overhead.

Certified by WBENC & City of New York

