

Willoughby



Handcrafted Websites and
Personalized Business Services

570-245-1010

Home

About Us

Services

FAQ

Portfolio

Contact

Print PAGE



Is your website hurting your business?

If your site contains poor design, bloated graphics, sketchy navigation, code errors, and broken links, these deficiencies can negatively impact your business image. And that could result in the loss of potential customers and even cost you existing business.

Are you launching a new website?

Do you want to lay a solid site foundation and lessen the odds of extensive /expensive site make-overs in the future? We can work with you whatever your budget and wherever you are right now in your site planning process to lay the groundwork to get you where you aim to be. Think of us as your guardian angel ready to guide you through the rough patches encountered in your site launch experience.

I was very pleased and impressed

You always went out of your way to expeditiously, and professionally ensure the website was updated, maintained, and emergency notifications were posted, in a timely manner.

- Cynthia R



We want to Help!

If you are a non-profit organization in need of the services we offer, please [contact](#) us and we may be able to accommodate your needs for very little, or even NO cost to you.



what we have to offer you

1. **SITE PLANNING**- We can assist you in formulating long and/or short term plans to develop your website into a more effective customer service and sales vehicle.
2. **SITE ANALYSIS** - Find out whether your existing website or your website plan is hitting the target or simply missing the mark. Let us clue you in to what your visitors can't ... or won't ... tell you about the strengths and weaknesses of your website.

Common Website Mistakes



- 1) SITE PAGE CONSISTENCY ISSUES
- 2) LACK OF SEARCH ENGINE OPTIMIZATION
- 3) BLOATED GRAPHICS
- 4) UNTESTED IN DIFFERENT BROWSER VERSIONS
- 5) OPENING MULTIPLE BROWSER WINDOWS
- 6) MISSING PERTINENT INFORMATION
- 7) OVER-CROWDED PAGE CONTENT
- 8) NO NEW CONTENT ON A REGULAR BASIS

3. **AD PLACEMENT** - We will make suggestions for on site ad placements that maximize exposure and minimize the "eye clutter" factor on your site pages.
4. **SITE TESTING**- We will test your website on a variety of PC desktop and laptops with different screen sizes and resolutions viewed in popular browser versions. This will allow us to uncover potential viewing quirks that could be render your site. which looks smashingly good at 1040 resolution using Internet Explorer, into a hot mess when viewed in a higher resolution using a FireFox browser.
5. **SITE DESIGN**- we endeavor to work with you to bring your vision of your online presence to life and work within your budget and timeline. We will also be honest enough to tell you what you may not want to hear even if it costs us your business.
6. **SITE MAKEOVER**- is your website working against the image you want to portray to visitors? does it leave visitors with a positive impression of your organization? does your website do a good job of supporting your goals and objectives? If the answer to any of these questions is no or even maybe, then it is time to take action and get professional feedback. Call us at 570-245-1010 and let us work on your behalf to develop an online presence that can work to your benefit, and not to your detriment.
7. **SITE ADMINISTRATION**- don't have a web administrator on staff to handle updates and changes in site content, or to expedite tech issues/problems? Let us handle this area for you.
8. **SOCIAL MEDIA / MARKETING CAMPAIGN**- we will put our wealth of sales and marketing experience to good use in working with you to develop an effective marketing campaign, and we can make recommendations on ways to utilize your off-line resources to support your online efforts. for the time pressed, tech challenged executive, we can plan and arrange (even setup your accounts) a campaign of monitoring and handling the "little details" and free you up to focus on the "big picture".
9. **SITE PROJECT MANAGEMENT**- in order to thrive, your site will need to keep pace with the changing needs of your business and your site visitors. When your site is ready to move to the next stage of development, we can do the nitty gritty work for you or support your efforts if you elect to do the work yourself.
10. **EXPEDITER** - we can act as your representative to other web service agencies if you run into a situation where your expectations are not being met and you want an independent assessment. We can also serve as a performance monitor and/or a go-between to protect your interests and keep you apprised of progress or lack of same.
11. **CUSTOMIZED SERVICES** - we consider your individual business objectives and project requirements so that we can customize our services to suit your needs and your budget.

9) BROKEN LINKS

10) SITE NAVIGATION IS NOT USER FRIENDLY

Willoughby

WD11Tweets

WD11Tweets Provide useful web content. Articles and useful tips are just a few of the ways you can give visitors a reason to come to your site.
[yesterday](#) · [reply](#) · [retweet](#) · [favorite](#)

WD11Tweets What are your objectives for your website in 2013? What are you doing NOW to support your chances to successfully achieve these goals?
[yesterday](#) · [reply](#) · [retweet](#) · [favorite](#)

WD11Tweets Design your web pages with your visitors in mind Surveys show as many as 80% of online visitors abandon sites with a Flash intro.
[2 days ago](#) · [reply](#) · [retweet](#) · [favorite](#)

WD11Tweets Know the keywords your clients use to search for your type of business. Incorporate these keywords as image names & page titles.
[2 days ago](#) · [reply](#) · [retweet](#) · [favorite](#)

WD11Tweets 4 days left to get .com domain names for 99 cents at 1and1.com
[2 days ago](#) · [reply](#) · [retweet](#) · [favorite](#)

Join the conversation

NOTE: The tweets below are generated from external sources and do not necessarily reflect the views or opinions of Willoughby

NOTE: These tweets are generated from external sources and do not necessarily reflect the views or opinions of Willoughby

Business Website Tips

KomoriAmerica Your website is often the first place prospects "meet" your business. 9 tips for a good impression budurl.com/dd3n via [@PIconnects](https://twitter.com/PIconnects)
[30 minutes ago](#) · [reply](#) · [retweet](#) · [favorite](#)

Join the conversation



This is Buddy. He says,
"Why not call or email now
for a FREE consultation?"

WILLOUGHBY

Abrightsville, PA18210

570-245-1010

info@wd11.com