



## Ideal Customer Experience Web Strategy

◀ ICEWebs ▶

*Committed to Quality & Innovation*

- Have you already invested in your website, but would like to achieve greater returns?
- Do you want to develop a strategic plan for your website before you commit valuable resources to its development?
- Are you looking for a professional outside opinion on the quality of your site and how to enhance it?
- Are you happy with your website's content, but have trouble being found online?

If the answer to any of these questions is "yes" then your private sector, institutional, or public sector organization can benefit from MacArthur Group Inc.'s *Ideal Customer Experience Web Strategies!*

Today, having a strong online presence that provides a great customer experience is essential for success. The 21<sup>st</sup> century client has a lot of demands, yet we all have too little time. Quickly locating contact information, providing answers to common questions, developing a trusted and identifiable brand, and more, are all benefits of a well thought out, content rich Internet presence.

Organizations will spend considerable amounts of money to develop their websites, but often they are designed to be easy for their designers to use (who know firsthand how to use the site), or for marketers (who can understand the complex jargon), or for employees (who are using identical browsers and fast network connections). **But your website needs to be designed for your customers!** Competitors are only a click away for unsatisfied or confused users, and one bad experience can cause the permanent loss of a customer. **Building an exceptional user experience is the key to online success** and can pay for itself many times over with customer loyalty, a strengthened brand, word of mouth marketing, and more.

MacArthur Group Inc. brings a wealth of experience and expertise to evaluating your organization's online efforts. Our consultants work with clients that range from industry giants such as Microsoft Canada, Cisco, and McKinsey Consulting to small, local organizations. If you've invested, or are going to invest, to bring your business online, then you need to ensure that what you're showing to the world is world-class!

Our evaluation and recommendations will address the following essential aspects of your organization's online presence:

- **Navigation** (determine user access and travel issues, identify dead end links, etc.). Users need to be able to find what they're looking for!
- **Content** (appropriate and meaningful information, fast loading times, etc.) Visitors want the right information and fast!
- **Scalability** (how is the site set up to expand with your business). You need to be able to grow online!
- **User interface issues** (visual appeal, prime real estate usage, etc.) An attractive site gets more visitors!
- **Nomenclature and labeling** (inconsistent and vague naming conventions, etc.). Developers need to have a structure they can build upon!
- **Findability** (search engine results, meta-tags, external links, etc.). If you can't be found then your website is not doing what it needs to do!

Our final product is a detailed strategic document, complete with screen shots, information architecture plans, development details, and more, that outlines the complete audit findings and recommendations. This document will allow your organization to refine its online presence so that your site provides existing and future visitors with a world-class user experience, which, in turn, helps you to meet your marketing, branding, and business objectives.

Our typical process is as follows and, depending on the scale, can be completed within weeks and at minimal cost:

1. MacArthur Group Inc.'s consultants meet with you to identify the status of your current Internet development, and to find out what your future objectives are online.
2. After ensuring that we have all the information necessary, and that we clearly understand your needs and objectives, we conduct a full audit of current online efforts.
3. Having identified the issues in an interim report (complete with current website map), and based on feedback you provide, we develop a set of recommendations.
4. These recommendations are combined with elements of the interim report to create the final strategic document (with proposed site map).
5. Additionally, to improve your "findability" we can register your website with recommended search engines and provide a link swap service to encourage more visits and higher rankings from major search engines such as Google.
6. As a final step, we make sure that we are available at no additional cost even after we have submitted our final report to help with any clarifications or implementation issues that may arise.

Not only are our evaluation professionals driving this process, we will also gather comments from non-professional testers and online visitors upon request, so that you know what a cross section of general users think of your site.

Let MacArthur Group Inc.'s *ICEWebs* service help your organization realize all the benefits to be achieved from developing a world class Internet presence. With the number of users online almost doubling every year, can you afford not to?

***NOTE:** Despite having in-house programming knowledge, we do not provide web programming. Ours is a consultation service, though we can refer you to experienced web programmers on request. Note that our service has been developed to minimize the costs of future development by having a thorough plan laid out that provides a clear roadmap for development, taking into account programming constraints. This can greatly reduce both the time and cost of future web programming!*

#### **Brief bios:**

*Jeff MacArthur*, who heads up our firm's technology and innovation services, has an MSc and BA in Computer Science, as well as the core of an MBA, and has worked for world-class technology companies *Electronic Arts* and *Mainframe Entertainment*, in addition to private web development and consulting. Jeff has taught classes on User Interface Design at the university level, and has completed Web Development courses at McGill University. He is well versed in HTML, Flash, Director, Dreamweaver, and many other web development tools.

*Amber MacArthur* has a Bachelor of Journalism and a BA in English. She was the Director of Online Marketing & Communications with HigherMarkets, a leading US software and services firm, and a Senior Content Developer & User Interface Expert at Razorfish Inc. in San Francisco. Amber also served as a Webby Award Judge (the leading international honour for the world's best web sites), and has provided private online consulting for Microsoft Canada, E&I Cooperative of New York, and other major clients.

For more information contact MacArthur Group Inc.  
E-mail: [jeff@macarthurgroupinc.com](mailto:jeff@macarthurgroupinc.com)  
902-628-1841 (Charlottetown) 902-446-0543 (Halifax)