



## How You Think About the Web

In late 2010, RJM began to survey our current website customers to find out what they thought of the web, how it fit into their business and where they said their own website was headed. Perhaps you even participated. The purpose of this project was to figure out exactly what our clients thought and if RJM was operating on the same philosophy. We're happy to announce that we've tabulated this data and now you have an opportunity to compare your thoughts to other small business owners in the area.

The data you're about to see is from thirty responses. Each of the responses came from a current RJM client ranging from Jackson to Connecticut and in size from three people businesses to national companies. The survey was 26 questions long and we graphed the ten most popular questions. Some of the answers weren't surprising; others definitely were. Some highlights of our findings were:

### 68% said that they consider their website a marketing expense...

We're glad to hear that as RJM has always considered a website a marketing effort. Often times, your website is the first impression you make on a person and the goal should always be focused on turning that visitor into a customer.

### ...but only 23% considered the primary focus of the website to be a marketing tool

Being an information source overwhelmingly won this question, which is surprising considering that cost of the website is falling into marketing. Informational websites aren't necessarily bad, but is there a way you could leverage that information into a marketing tool? Content marketing is becoming a big buzzword these days and rightfully so.

### Nobody agreed on how long a website redesign should take

We were curious how fast you expect us to work. Our findings were that it completely depends on the company. Some said two weeks. Others said eight months. We'd like to work somewhere in the middle.

### Over 50% said that their website is updated less frequently than other marketing resources

This was another surprising answer as a website is easier (and generally less expensive) to update than any other marketing effort. Often times, it can be done without having to call us. Fresh content also helps for search engine optimization.

### Just about 50% said that they spend less than 1% of their marketing budget on their website

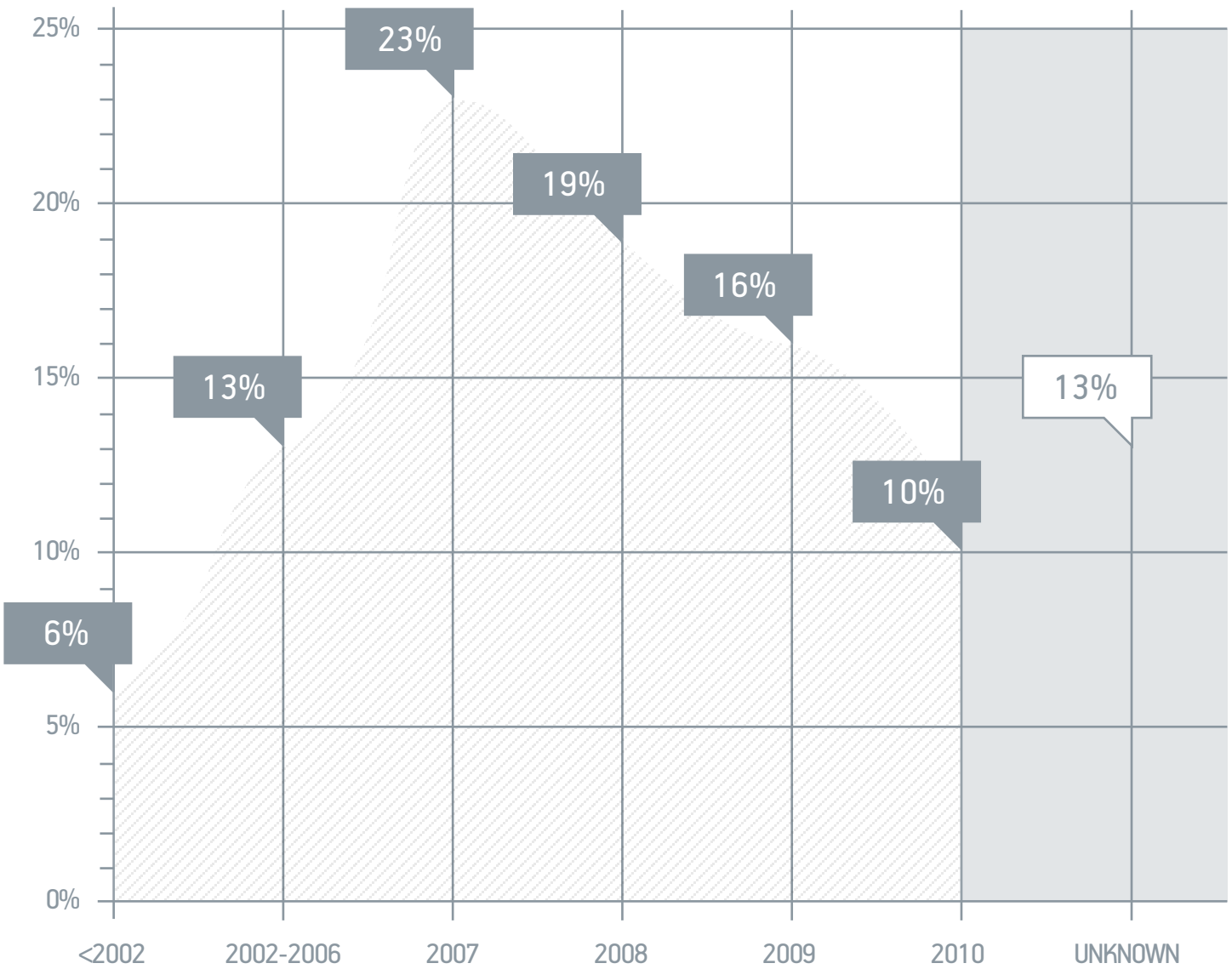
Another surprising answer, as we're watching the shift of advertising spending move from print and TV to digital. Internet advertising has now surpassed newspapers as the second largest ad platform. In a B2B Magazine survey, 70% said that they were increasing spending on their website in 2011. Globally, the shift is definitely on.

RJM started developing websites in the late 1990's and in the time since we've watched the web change quite a bit. We've also changed quite a bit. We started developing brochure websites and now we're looking at fully integrated digital advertising campaigns. One thing is for sure, we've seen the ability of the web explode in a short ten years. We hope you find the following information helpful and please feel free to call us if you have any questions about this survey or how your website can better help your business.

1

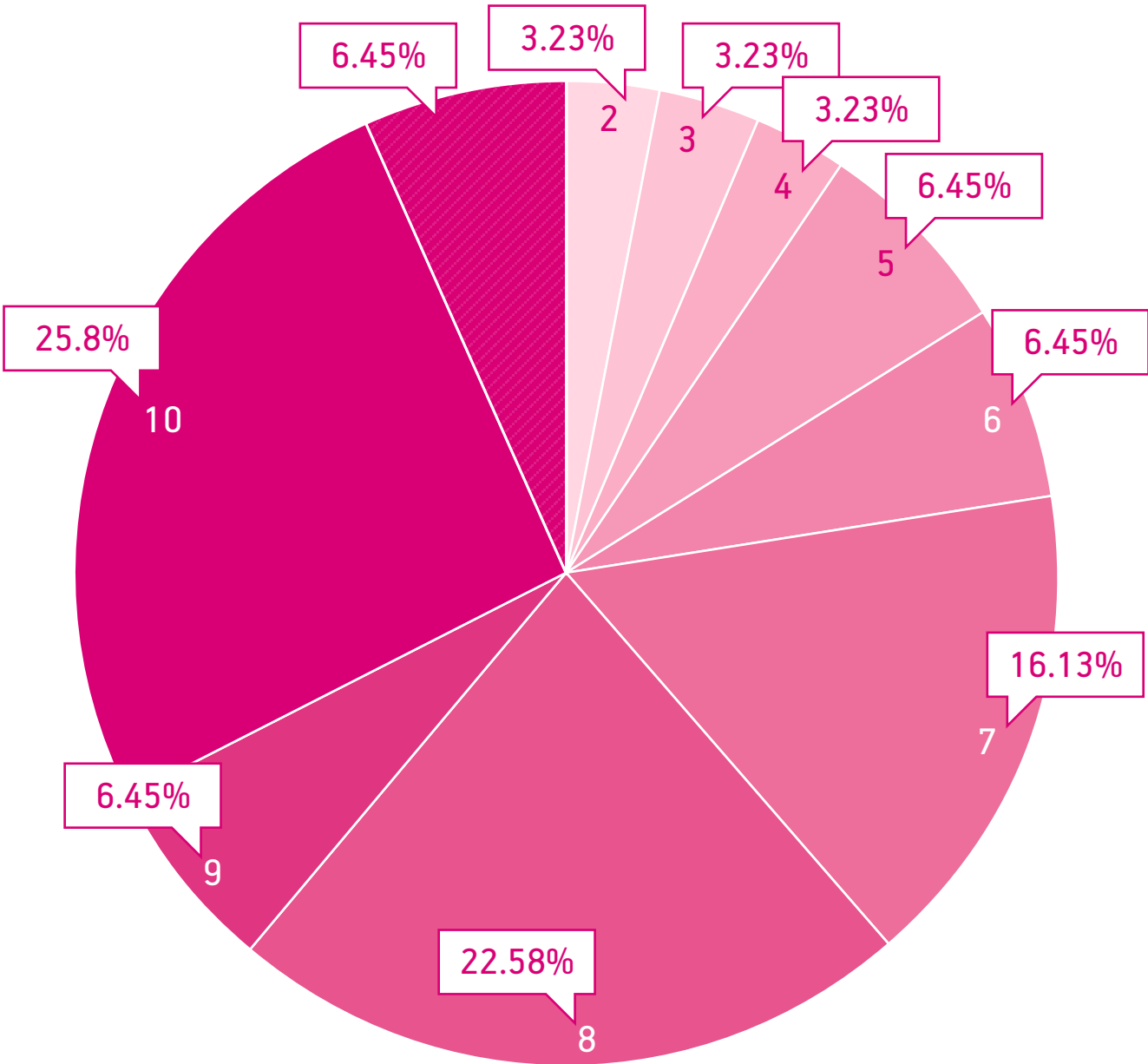
When was your current website **developed**?

 = UNKNOWN



2 On a scale of 1 to 10, how **satisfied** are you with your current website?

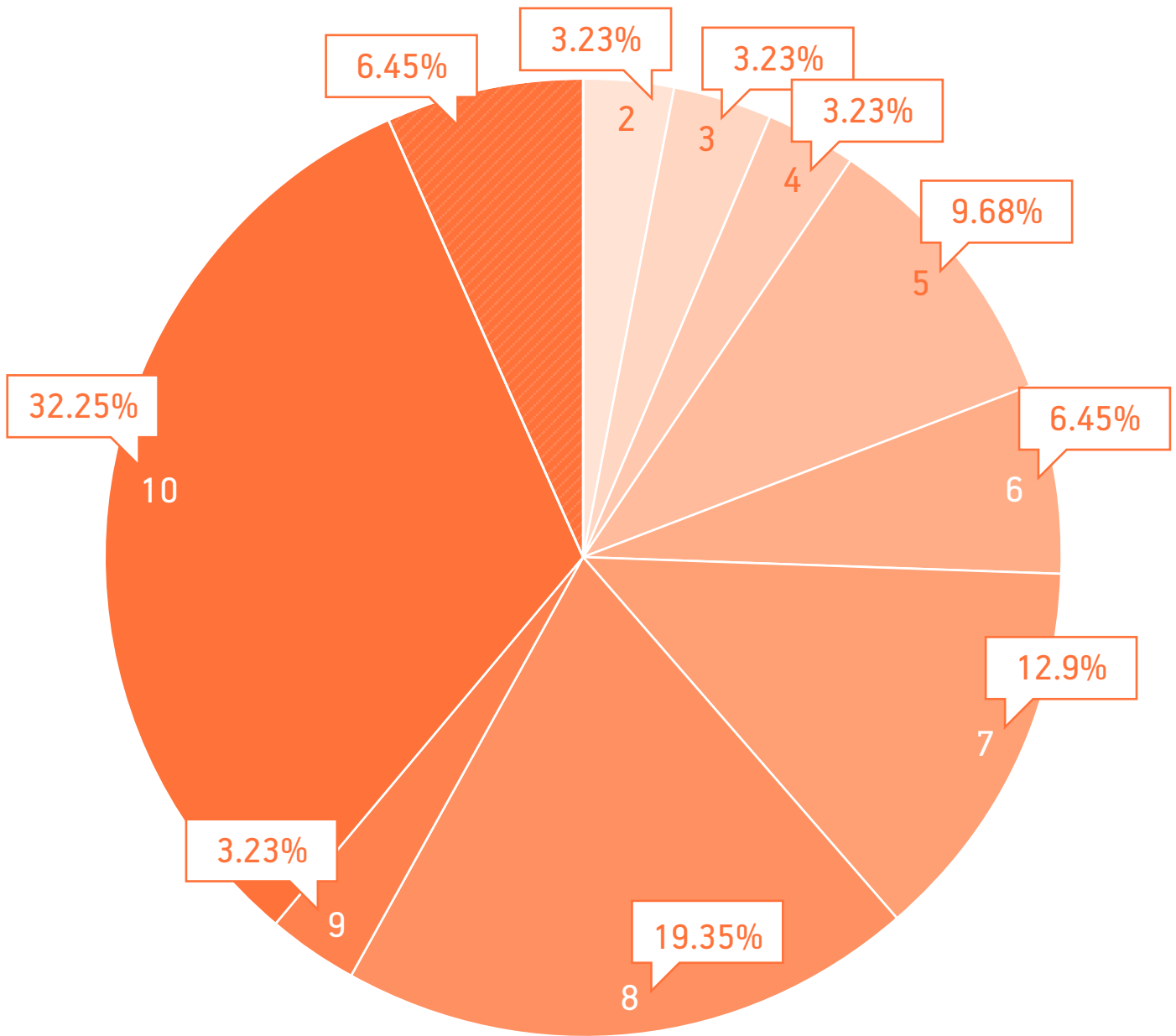
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# 3

On a scale of 1 to 10, how **user friendly** do you feel your website is (internally and externally)?

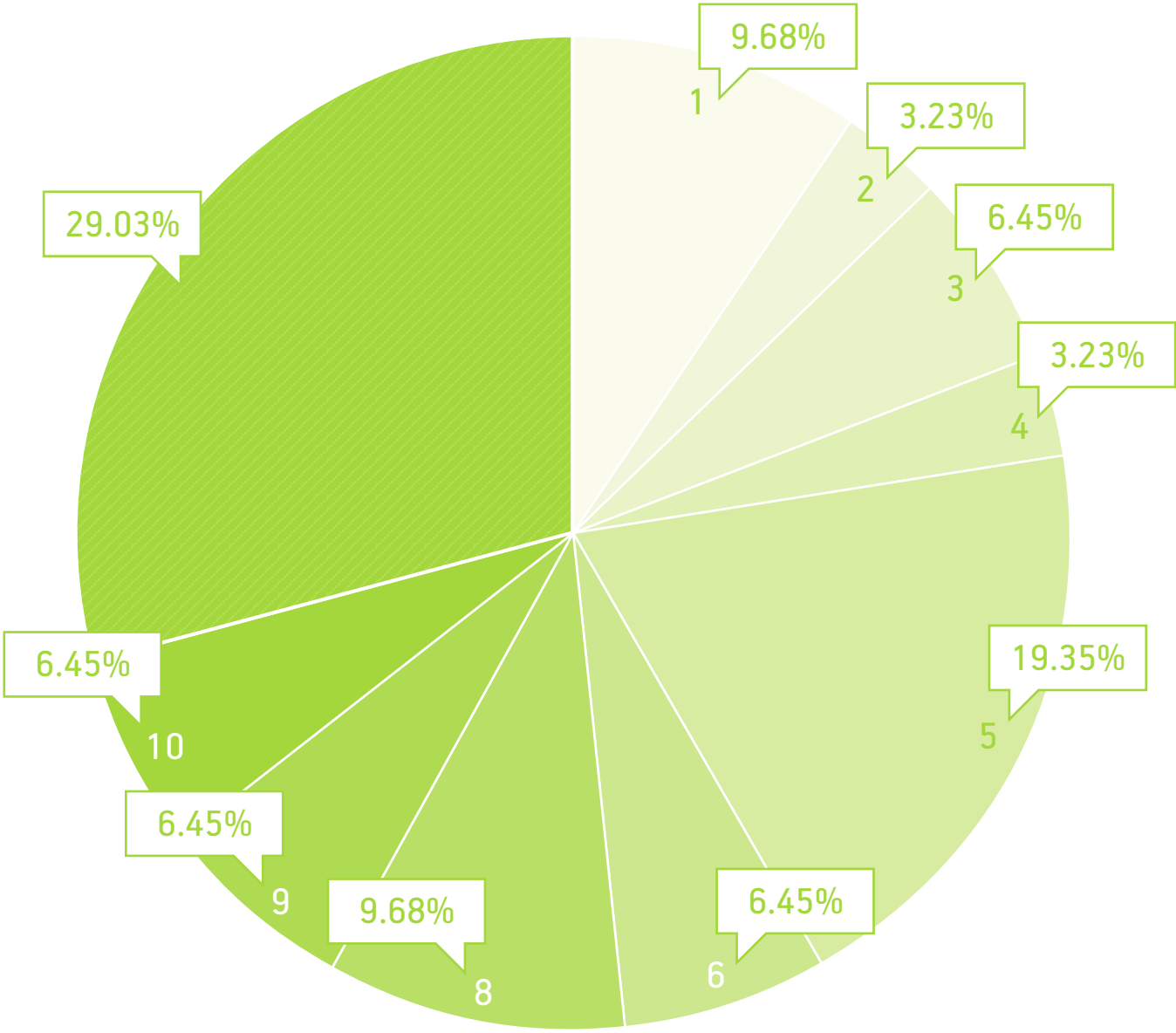
 = UNKNOWN



4

On a scale of 1 to 10, how much **impact** does your website have on your business?

 = UNKNOWN



# 5

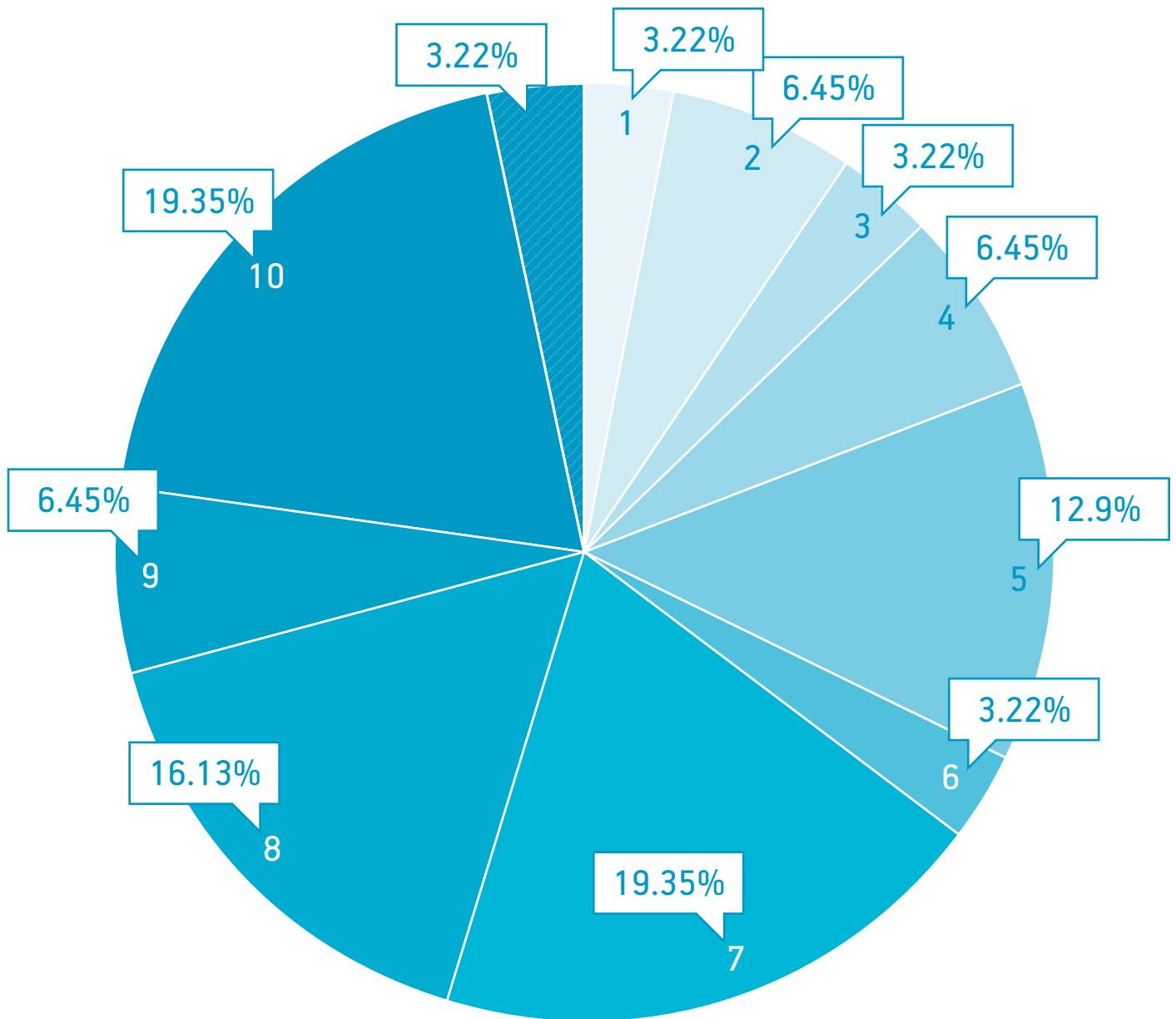
What do you consider your website's primary purpose to be?



6

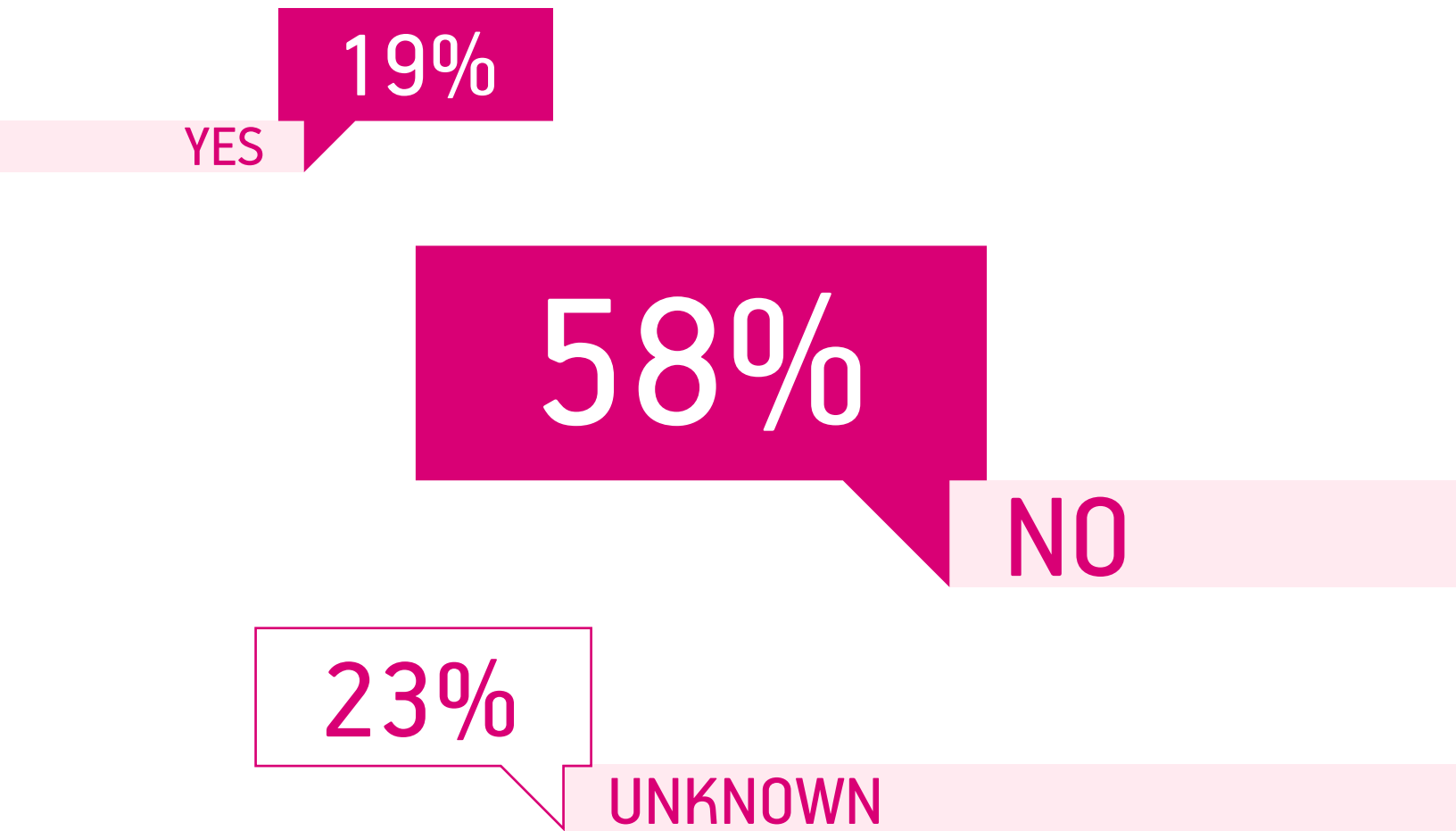
On a scale of 1 to 10, how well do you think your website is currently fulfilling that purpose (from page 5)?

 = UNKNOWN



7

Do you consider your website as a second location or storefront?





8

When considering a website project, which of the following is most important to you: cost, quality, speed, or customer service?

( UNKNOWN = 7% )



9

Did you know that the creation of and upgrades to your website are capital expenditures that can be depreciated?

YES

26%

74%

NO

10

Do you consider your website a marketing expense?

