

Nightmare on Web Street!

You've heard the story... or maybe you've lived it yourself... the story of the nightmare of Web site development. The goal was just to give your company an online presence, with what seemed to be a simple, straightforward informational site. After all, you want to keep up with today's trends.

Yet, the project could best be termed a money pit, and there's still nothing to show for it. Even worse, the thought of anyone actually seeing what the so-called developers put together is enough to make your skin crawl, with its typos, atrocious spelling, and childish design.

Maybe you decide it's not worth it after all. At least you're in the Yellow Pages. Isn't that really the first place people go to find a qualified professional anyway?

While that may have been true traditionally, it's often no longer the case in today's high-tech world. Now, many individuals and businesses turn first to the Internet when they want to investigate their options for a particular product or service.

In fact, a report released by Nielsen//NetRatings in mid-February revealed that three out of every five people in the United States now have access to the Internet, either at home or at work. And the growth in these figures has been steady. Almost 5% more Americans had access to the Web in October 2000 than had it a year earlier, and it's jumped almost that much again already.

Don't be left out of the evaluation! Make sure you're seriously considered by providing a professional, information-rich Web site as your potential clients' first introduction to your firm.

It doesn't have to be a nightmare! You do have an option that will allow you to avoid all the headaches that many companies suffer when they decide to develop a Web site.



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Let us make your Web site experience a real dream!

Don't Worry. Be Happy.

Why turn over this critical element of your communications effort to a bunch of strangers, when you can avoid the worries with someone you trust?

Main Advantage is a sister company to your accountants at Main Amundson and Associates (formerly Main Stuart & Co.). So, you already know one of our partners, Jim Main, and the rest of us are looking forward to meeting you!

If you want to create a basic, brochure-style Internet presence (or improve the one you already have), let us make your Web site experience a pleasant dream (instead of a nightmare). You can count on Main Advantage for a professional-looking, error-free site that you can afford to be proud of. And it will be online in no time!

No matter what your technology needs, Main Advantage is ready to assist. Give us a call today at **598-4060** for your personalized quote!

TIPS FOR TODAY

In determining whether your site will have a positive impact on its visitors, here are a few factors to consider:

- **Easy Navigation** – Can visitors easily find what they're looking for? Is the most important information first? Are the page and link names logical? Does the layout minimize the need for scrolling?
- **Visual Appeal** – Is it attractive, easy on the eyes, and professional-looking? Does it promote the image you want for your firm? Is it consistent with the professionalism you deliver and communicate elsewhere?
- **Load Speed** – Does it load quickly? Research indicates people won't wait; there's too much else to see and do.
- **Legibility** – Is the font style and size easy to read? Is bold type used sparingly? Are images clear?
- **Usefulness** – Is it a good source of information? Does it inspire visitors to contact you?
- **Up-to-date** – Is the information current? Is there an old "Last Updated" date? Are there links that don't work or pages that don't display? Do the graphics and fonts used look modern (instead of like those in one of the first Web sites ever created)?
- **Reliability** – Does your site come up fine on a regular basis? Is your hosting service reliable and affordable?