

Sample website "sales" copy, written for a startup internet website development company circa 1996. This was the content for the "Who is WebMaster Tools and Why should my company choose them?" link on the company homepage.

WebMaster Tools presents:

WebMastering Total Business Solutions

WebMaster Tools offers your company a full-service business affiliate that delivers a truly unique combination of services, talent, ideas, and management capability under one roof. Unlike the hundreds of other website designers and piecemeal contractors growing on trees today, WebMaster Tools offers the cutting-edge, specialized skills unique to today's internet, backed up with the value of offering the complete solution in one package. The result is a streamlined, efficient new media business solution that offers your company one point of contact, one budget, and one source of talent / answers / services.

"WebMastering" is the name of this valuable and powerful concept. As the name suggests, it involves bringing the concept design, website design, graphics design, programming, user interface design, maintenance, electronic commerce, and management of database information together. Take a moment to look at each sector of our total service concept, and you'll quickly understand how valuable it is to merge these important sectors seamlessly into a singular solution.

Website Design, Customer Interface, Corporate Image

Successful website design must immediately make the visitors comfortable visually, make sense intuitively, and encourage them to explore with confidence, particularly with the shorter attention spans of web surfers. WebMaster Tools works with you to conceptualize what will work for your business, rather than "sell you" a generic, one size fits all rehash. Together, we design the visitor interface per your needs, and then we do the complex programming under the surface that makes it function. Your company image on the internet can be tailored to match your existing image or to create an entirely new "fresh face" in the new media business frontier.

WebMaster Tools uses the latest technologies and methods to streamline and speed the loading of images and graphics, and provide content while information is being loaded to keep the viewer interested. Our full complement of graphic artists, designers fluent in all programming languages, even an internationally published creative content writer, will build your website head and shoulders above the rest.

Website function, Scripting, Database management

We build intelligent, flexible, and expansion-ready features into the design of your website to accommodate the changing needs of your business. WebMaster Tools incorporates the ability to modify, or add new features without re-design of the entire site. We can add a search engine within the site, taking visitors directly to their area of interest. This will insure the "user friendly" feeling so vital to having repeat visitors.

We're particularly capable of making sure your e-mail, customer response, and feedback forms can be put to real-world valuable use. Our advanced database management capability allows you to graph, track, respond, and understand what your customers are thinking. Existing customers can be contacted with new offers, online catalogs, e-mail coupons, etc. with equal ease and flexibility. The profit potential that your database of existing customers represents will no longer be overlooked .

Promotion, Traffic "hits", Search Engine Rankings, Site Advertising

Even *great* websites **fail** without enough visitor traffic. WebMaster tools is happy to say we will become your company's online marketing and sales division, not just the site design and maintenance firm. As part of our ongoing package of services, we employ the latest techniques, technologies, and the use of specialized software (which was developed by WebMaster Tools) to ensure good rankings on the major search engines. This attention to detail separates the professionals from the rest. Additionally, WebMaster Tools can weed out the best values in banner exchanges, affiliate marketing alliances, website link exchanges, and other "advertising" venues, without your needing to hire a separate contractor.

E-Commerce ! The new frontier of business

WebMaster Tools specializes in building electronic commerce capability and managing the data-driven flow of business through the website. We will incorporate the latest scripting, shopping cart technology and e-commerce banking to give customers online instant purchasing power. Our e-commerce architecture will create valuable and effort-free database management. WebMaster Tools will automate and simplify your ability to offer special promotions, coupons, closeouts, and new product announcements without redesign of the site or interruption of site access. This alone is where some online businesses fail due to the website going offline with each new product or change.

Our ability to bring all the parts of electronic commerce together in one usable, functional package is the key to your business being able to **do business** in the largest free market in history.

In today's world, can you afford *not* to be open for business 24/7 worldwide, at a tiny fraction of the cost of opening a physical location?

WebMaster Tools can begin working to make your business website a reality right now. We look forward to meeting your needs while exceeding your expectations.