

1/28/05 – Newsletter: Build Loyalty While Saving Cash

#### Build Loyalty

Business web sites have much more value than the sales they generate or the information they provide. They build loyalty by providing a more satisfying client experience. A survey of more than 4,000 online shoppers by consulting firms ForeSee Results and FGI Research finds that those who use the Web as their primary research tool are more satisfied than those who go straight to the business. In fact, those who research and buy on the Web are likely to make additional purchases in the coming year.

#### Saving Cash

But don't give up on your physical store; consider the web a cost saving extension. If the idea of opening a second location for business, conflicts with the thought of additional overhead — add another company address on the World Wide Web. Simply consider one of our e-commerce stores at [www.e-storesource.com](http://www.e-storesource.com). And if attracting new clients is a concern, let us show you how your web site can work as a lead generator 24 hours a day seven days a week: leave the office and have qualified leads waiting for you the next morning.

Call us to discuss in more detail.

#### Our Newest Web Sites:

Our design team recently launched some innovative sites:

The Wild Raspberry uses RP Design's basic e-commerce for easy product uploads and online shopping for its baskets. The site consists of a single home page image that is linked to an online store.  
[www.thewildraspberry.com](http://www.thewildraspberry.com)

Woody Ford is a professional photographer who took the photographs for Grammy award-winning saxophonist Yusef Lateef's 2000 album "Beyond the Sky" and, over a three-year period, has documented the restoration of the Yale University School of Music. Woody Ford has asked RP Design to help with the launch of his official web site. Woody has already created the design for his web site, but he asked for our help in optimizing the images for the web, along with converting the layout into HTML. The web site consists of 5 pages, one of which is a gallery featuring Woody Ford's beautiful photographs.  
[www.woodyfordphoto.com](http://www.woodyfordphoto.com)

Please call or E-mail us if you would like to discuss how your web site could better serve your business as well as any topics that you would like to see in the Next Newsletter.

Until then, we thank you for your continued support,

Everyone at RP Design Web Services