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# News



## 3/29/03 - March 2003 Newsletter

Wondering how to put a dollar value on your web site? This month's newsletter describes a way and also highlights a new web services client.

**Track Prospective Customers:** Your investing a lot of money to create and manage your web site. The money is being spent on design, maintenance, hosting and marketing. This investment should be weighed against the actual goal of delivering services to the visitors. Web site traffic converts into sales in the same way that print advertisement does. So once the site is in place, its a good idea to know how its being used. Otherwise there is no way to link use to actual business goals.

For example, consider a web site that costs \$1,000 per year to maintain. If the site attracts five visitors per day, than the site services 1,825 visitors per year at a cost of 55 cents per visitor. This figure may be compared to your cost for advertising and other forms of information distribution. Moreover, traffic analysis can provide information not easily derived from other sources such as how did the visitor find the site, what were their search phrases, how long did they stay and what site features did they use, among other things.

For nominal monthly fee, traffic analysis with daily updates can be added to any web site that we host. As an example, visit our site statistics at <http://www.rpdesign.com/advancedstats/> Click here and for a more detailed discussion <http://www.rpdesign.com/trafficanalysis2.html> Click here.

**New Site!** RP Design is proud to announce the launch of the NHIM Company web site. NHIM was founded with the purpose of creating products that empower customers to express and honor the principles of their spirituality. This web site features a new fragrance called "Virtuous Woman" and provides information on the product as well as the company itself. Visitors interested in purchasing the fragrance can place a secure, online order. <http://www.nhimco.com/> Click Here to visit the site.

**Of Interest:** One of the key elements of open source software is the Linux operating system. Our servers employ it as an economical and secure way to deliver services. As the functionality of Linux and other open source software grows, its ever-growing technical sophistication and security features are becoming as attractive as the cost of ownership

Please call 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 Next Month's Newsletter.

Until then, we thank you for your continued support,

Everyone at RP Design Web Services

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