

Website Overseers – A Natural New Trend in the SEO, SEM and Website Design World.

Websiteoverseer.com is a unique start-up company aimed at easing the process of website building. The founders of the concept saw a niche market in the competitive world of website creation, designing, development and marketing, SEO (Search Engine Optimization), SEM (Search Engine Marketing), copywriting etc.

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When web professionals give quotations for a new website, they may include design, graphics, SEO, SEM and perhaps even copywriting. Most people do not understand the meaning of the above acronyms nor comprehend the complexities involved in the process of building a successful website.

In addition, on most website creation or renewal projects, valuable time gets wasted due to miscommunication between the customer and the web professional. Both parties spend more time than necessary in trying to understand each other's needs, while they should be using that considerable amount of time focusing on work and increasing their revenue.

Here is where the idea of Website Overseeing comes into play:

A Website Overseer (WSO) defines the website with the customer, taking into account all their wants and needs. Only when the customer has a clear appreciation and understanding of what they truly need, a detailed project plan, including relevant time scales and budget, is defined outlining the professional services needed. Finally a detailed request for quote is sent out to vendors matched to the project requirements.

The Website Overseer reviews the incoming quotes and discusses the most relevant ones with the customer. Once the customer selects the vendors and accepts the final quotations, the project is launched. If any questions arise, the WSO is the professional contact point. Fully understanding the site requirements, the WSO can field most questions on the same professional level as the vendor. The WSO involves the customer only when needed.

Statistics show the main bottleneck in producing a website is waiting for page content from the customer. The Website Overseer reduces this time to a minimum and also makes sure that the content supplied is relevant to the page and to the site.

The founders of the company David Singer and Monique Walhof are specialists in fields of the Internet and are backed by a team of experts supporting them if and when the need may arise. Their new concept Website Overseeing creates a Win-Win situation for both the customers and the vendors who are involved in the process of building websites.

Contact Information

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