

# Why Choose BusyBrain?

When you choose BusyBrain for your web site or other marketing projects, you get a dedicated team of full-time workers who are diverse in their skills, and who each work from their strengths.

Our Graphic Artists will ensure that the look and lay-out of your work is superb, while our Coders will make sure that all functions work and are easy to use. Our Marketing Department will work with you to create the perfect menu for navigation, or the perfect display of information for your electronic or paper catalogs and brochures.

Why choose one artist or coder when you can have a talented and specialized team?

- » Our staff combines seasoned veterans of graphics, print, and code work with recent college graduates. We combine experience with our up-to-date knowledge.
- » We know that content is alluring to humans and to search engines... we won't just give you pretty graphics.
- » We know that the web is not linear, and that many customers will enter your site on an interior page. All of our web pages include full code and menus.
- » We understand the difference between "their," "they're" and "there." Your web site will please the most discriminating buyers.

## 10 QUESTIONS TO ASK A POTENTIAL WEB SITE DEVELOPER:

1. What is your marketing background and how is that different from a Sales background?
2. How well do you know my industry and my customers?
3. What will you do to make my site better than my competitor's site?
4. Specifically, how will the web site return my investment?
5. What materials am I expected to provide?
6. How many free spec mock-ups and revisions do I get?
7. How many people in your organization will work on my site? What is each person's specialty?
8. How will you make the site more attractive for humans? For search engines?
9. What are your hours of operation? Do you have a toll free phone number? Do you have a Duty Manager during non-business hours? How long have you been in business? Basically, what makes you a professional business entity to whom I would entrust my business?
10. What are your payment terms and why?

**Now, you can now trust one company to handle all of your web site's needs!**