



Result Guide

QUICK AND FREE ANALYSIS
Evaluation of your web presence



Result Explanation

The questions were written according to 5 important web factors (having a website, a paying publicity, multiple social medias, an organic visibility and a newsletter). They were developed to respond to the current web priorities.



In every category, the final score depends on the number of questions that were answered with yes or no. For example, question 4:

“Is your company existent on social media?”

Here, there are 4 sub-questions, which means that they are each worth 25%.

Following this, we explain the importance of each and every category according to your own personal final score.



Web Site

Having a web site that is updated to the current standards is a priority. These days, it is important that your web site reflects the essence of your company, and that your information is exact. Yannickweb.net has developed an expertise, and has created a place of choice in the department of programming web sites.

Trust us with the mandate of creating your company's website, or to redesign your current website.



Our experienced and specialized team will design a website that represents your own image and, if necessary, develop a web content management system (CMS) adapted to the needs of your company.

On average, the lifetime of a website is about 4 years.

After that, technologies and SEO tools have evolved too much and it is necessary to update the visual as well as the programming of your website.

If your site hasn't been updated for several years, we will help you improve your presence on the web.



Paying Publicity

Paid advertising is as much on search engines as on social media. The goal is to target your audience at the right time. Here are only the most popular: Adwords on Google, Facebook Ads, Instagram advertising, Twitter publicity, and so on.

Over time, this strategy will improve the organic indexing of your website. Also, it will increase your visibility on social media.

Here are some advantages of payed advertising:

- 1 – You pay only when a visitor clicks on your page
- 2 – You choose your maximum budget
- 3 – You reach your target market at the right time with good advertising
- 4 – Results are shown very quickly
- 5 – Allows you to know the conversion rate using the right keywords





Social Medias

The effective use of different social media platforms requires expertise.

Our team takes care of your company's social media management.

There are several social media platforms (Facebook, Twitter, Google+, Instagram, Pinterest or Yelp ...) and they all have different functions as well as different audiences. It is important to learn about the different characteristics of each of these platforms in order to effectively achieve the objectives.

Social media is a “must”, not because everyone is there, but because they are the perfect tool to position your business as a leader in your field. To achieve this, it is important to have a clear objective.

Our social media management experts will guide you and advise you in the process of developing a strategy tailored to the goals you want to achieve.

When you go into the social media world, you have to be willing to invest a lot of your time. Many people will embark on several platforms without considering all the work involved.

Depending on your budget and your goals, our social media managers will work several hours a month in publishing articles, photos, promotions and other relevant content on your various social media platforms.



Google

Organic Visibility

These days, if you don't find yourself on the web, you pretty much don't exist. It is therefore essential that your customers find your business, specially if you are the best in your field and have a lot of notoriety.



Give us the task of evaluating your website and making the necessary changes to increase its positioning on search tools, such as Google and Bing.

Take advantage of the opportunity to redesign the look of your website.



Newsletter

Do you have company news to share with potential clients, your employees, your business partners or your current customers? Having a newsletter is a very direct way to reach them by offering them relevant information adapted to their needs.

Keep in mind that if your website has a blog, it is possible to publish your newsletters on it to add fresh content.

Having a newsletter is an excellent way to give information quickly in an attractive and personalized layout. You are not dependent on a platform that will change the template.



Unlike print media, you will see the reading and see the opening statistics for your newsletter.