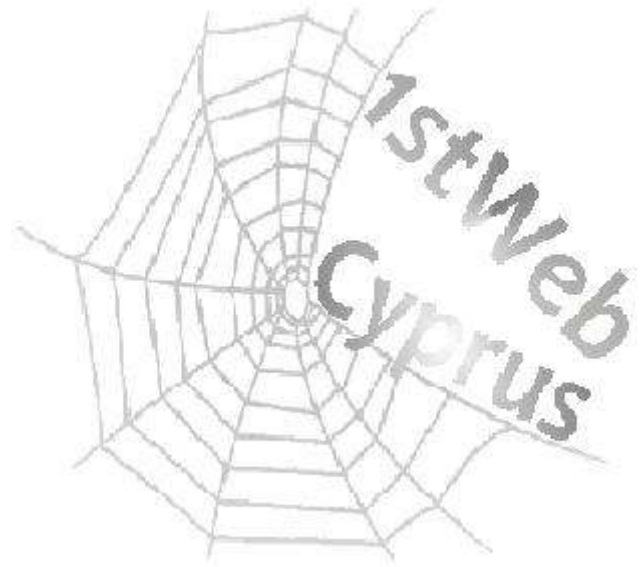


ABC Company Website Recommendations

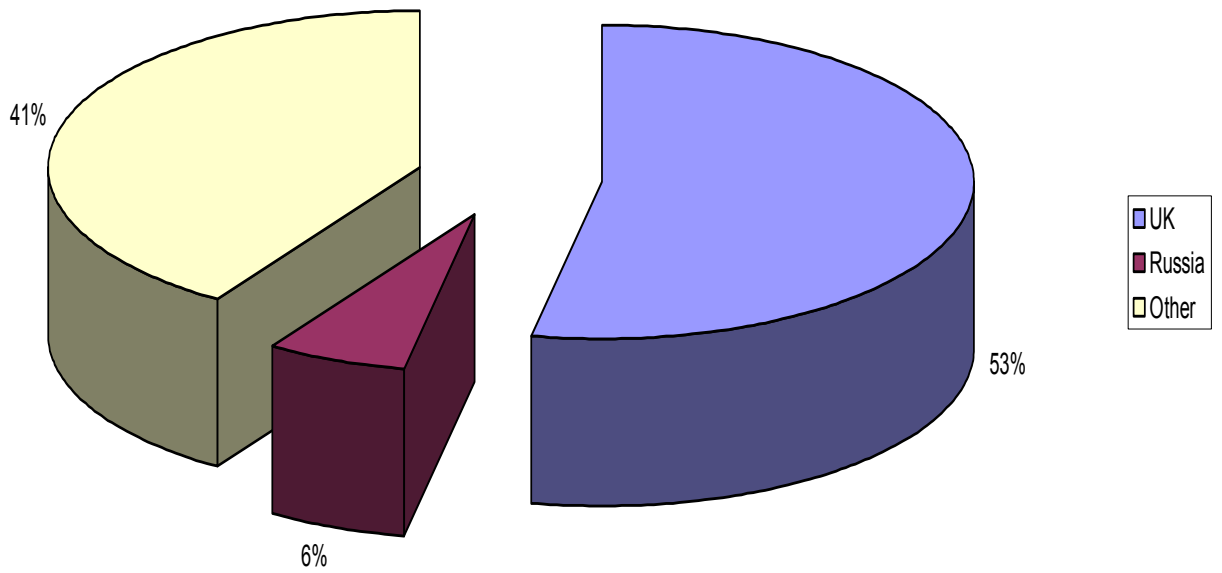
by
Andrew Jones & Sian Jones



Objective

“To remain ONE step ahead”

Total Tourist Arrivals 2007 (Strong correlation to Property Sales)



Current Economic conditions and UK pricing problems

UK economic slowdown & recession

Sterling Currency Weakness

Collapse of the securitisation market (end of easy capital)

1stWebCyprus believes that the major market sector that ABC Company operates within MAY see a downturn (up to 20%) over the coming years, due to those problems outlined above.

However, it may be possible to fill this gap by marketing “resale properties” into other currently untapped markets.

The local Cypriot buyers market continues to be the largest market when compared to the overseas buyers market.

The UK buyers dominate the overseas buyers market with Russian buyers second behind UK buyers.

The other overseas buyers (excluding UK and Russian buyers) equates to roughly 40% of overseas buyers. However, this market segment is very fragmented, consisting of several different countries and regional sectors.

Considering the above it may be prudent to target NEW markets through a predetermined internet strategy. This would require the adoption of culturally aware marketing techniques which are geared to the NEW target market. E.g. As a minimum - communication in their own language.

Prior to targeting NEW markets, it would be sensible to initially carry out ALL website improvements and THEN consider gearing the website to those NEW market sectors. This would save time and money with regards translation work.

Website improvements

The ABC Company Estates Limited website already stands out as vastly superior when compared to competitor Cyprus Property Websites - to the extent that in 2006 it won an award. Therefore, the question begs, “if it’s not broken, why fix it?”

To remain one step ahead and remain ahead of the curve, websites have to be early adopters of new innovative techniques and technology. No doubt the competition will try to copy any improvements BUT a leader within its field would have already moved onto even NEWER techniques and technologies.

However, website design and early adoption of innovation will not in itself lead to success - since websites HAVE to also consider what new techniques search engines are currently adopting. Website rankings will change over time (for better or worse) as search engines are reprogrammed to put NEW and different weightings on website content. E.g. only a few years ago, video was relatively rare on websites, since bandwidth speeds made it prohibitively tedious to watch video online. Now with faster bandwidth speeds and the advent of sites like YouTube.com, watching Video content online is common place. Search engines NOW place a much higher weighting on video content than they did previously. This is just ONE example of how changes in search engine programming can affect a websites ranking.

Considering the above points 1stWebCyprus, believe that it would be sensible to carry out some or all of the following:

www.ABC Companycyprus.com

- Carry out a brainstorming session to create a NEW list of additional (consider newer markets) keywords.
- Run the NEW keywords through some software to create “niche keywords”
- Insert the keywords into the website in a “search engine” friendly manner”

- Register NEW domain names
- Despite the fact that, <http://www.ABC Companycyprus.com/> is HIGH on the current search engine rankings, it would be prudent to register ADDITIOANL domain names and redirect them back to <http://www.ABC Companycyprus.com/>
- Search engines read KEYWORDS only. They do not understand the word ABC Company. By utilising the NEW keywords created during the brainstorming session, additional domains can be registered - possibly including a ONE page informative (non-commercial) website, RICH with relevant keywords, re-directed to the front page of <http://www.ABC Companycyprus.com/>
- Result – increased traffic specific to the target market

- Call back button situated on the front page

- Incorporate a Google sitemap
- Google sitemaps inserted into websites help with rankings

- Live dialogue with customers
- When potential customers visit the website, it is possible for a member of staff to communicate with them directly, using the keyboard. A pop up window will ask the potential customer if they would like to speak with a member of staff, “hi, can I help you with any queries”. The customer THEN has the choice to engage in dialogue with the member of staff

- FAQs section
- Questions that are asked on a regular basis can be directed to a FAQ page

- Online customer surveys for all completed transactions – rather than using the traditional method of paper and pen and then having to type the data into a database or spreadsheet, this data could be collected online and the information disseminated as required
- Invaluable in driving a “customer” driven business forward

- Email targeted news letters
- A great way to create FREE advertising – every magazine and newspapers requires newsworthy stories
- Stories can be targeted at specific areas and regions to coincide with the NEW target market

- Contacts section to include every member of staff and relevant position.
For SALES contact aname@ABC CompanyCyprus.com
This is more customer friendly than sales@ABC CompanyCyprus.com
- Each member of staff should be issued with their own email address, listed on the site
- For info@ email addresses, auto transponders can be used so potential customers are sent an automatic email within seconds of making a general enquiry – simple technology used by larger corporations

- Content improvements
- Include video in addition to pictures of properties (Anna mentioned incredible photograph)
- Improvement to local village section – allowing easier access to content
- Other improvements TBA

- Navigation structure improvements
- Add new navigation buttons to separate sellers and buyers
- It may also be possible to consider allowing property owners to upload some of their property details themselves – by working through a predetermined online template and submitting the details via email
- This would also work for uploading JPEGs of properties BUT the quality of the picture (especially if pictures are normally staged) maybe compromised

- Non internet related improvements
- I understand that the first point of contact with Anna was through Sian who was enquiring about the costs involved in selling our property in Peyia – unfortunately, Anna informed us that you were “oversubscribed”
- Considering the above, we believe it may be sensible to offer an option where by people who want to sell their property are charged an upfront fee for listing their property
- This idea could be incorporated with the utilisation of Video content. For example FREE listings (Standard listings) contain no-video content BUT the newer SUPERIOR listings are charged a nominal fee and contain video content – this would also help to offset any reduction in actual sales revenue (UK recession etc)
- This method of charging is already being used by www.CyprusResalesDirect.com , currently top of google.com for the keyword, “Cyprus Resales”
- Cyprus Resales Direct are also targeting the following keywords, "Resale property for sale, re-sale properties, resales in Cyprus, Cypriot resale property, Paphos resales, property market, sell property, buy property, marketing services, advertising resales, Paphos, Larnaca, Limassol, Nicosia, Famagusta, Cyprus, Paphos, Paphos, Resales, resale property, re-sale properties, real estate, Larnaca, Limassol, Nicosia, Famagusta".

Costs and implementation

To consider the total costs, 1stWebCyprus would have to consider EXACT requirements – perhaps only a few items outlined would be required.

Potential implementation problems

Despite the fact that 1stWebCyprus has completed a list of potential improvements that could be implemented to help, ABC Company Estates Limited stay “one step ahead”, we envisage a number of possible problems that could be detrimental to SUCCESSFUL implementation. These are outlined as follows:

- Unknown HOST currently being used.
ALL of our current customers use the HOSTING provider recommended by 1stWebCyprus. We use this hosting company for number of reasons – technical and non-technical. Since we are familiar with this host, we would find it problematic attempting to implement recommendations with an unfamiliar host.
- Microsoft programmers.
1stWebCyprus predominantly use Microsoft based software to write their websites – mainly due to compatibility reasons (Microsoft is currently the leader in many computer related areas). The current site has NOT been written with the same software that we are currently using and therefore any adjustments to the current site would be more time consuming than would normally be the case.
- Future Time constraints.
Once ALL or SOME of the items outlined above were implemented, we believe that there would be an ongoing demand on our resources to: a) make further improvements b) keep everything running smoothly. Since we are unfamiliar with the current hosts we believe this could prove to be arduous and time consuming.
- Over subscribed.
Despite the fact we are “New Kids on the block”, we intend to OFFER a FAST and EFFICIENT service to our current and future customers. We prefer to start with a blank canvas, which allows us to implement a proven way of working though an internet strategy from start to finish. This helps us and our customers to avoid pitfalls that we have experienced in the past. Even though we would like to work with ABC Company Estate Limited - a respected name in Cyprus - we believe that time dedicated to this project would impinge on our current and future client base.