



THE WEB DEVELOPMENT DIVISION OF Y2MARKETING

E-provider Comparison Checklist

Below are 62 questions to assist you in your due diligence when shopping for an e-solutions provider.

Categories

The Cost
Technical Expertise
Development Philosophy
Experience
Hosting
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The Cost

1. Question - How much can I expect to pay for a complete e-commerce enabled website?

Our Answer - It depends. We have 2 packages you can choose from. We offer a Techmark package which is an all-inclusive, e-commerce enabled website. The Techmark is a turn-key template based website for smaller budgets that includes everything you need to start doing business online. The Techmark package is \$7,995.00 and can be

financed with \$995.00 down for 36 months at \$225.00 per month. If your business needs require more than what is included in the Techmark package, then we build a custom solution based on very competitive rates. For more information on what is included in a Techmark or custom site, please visit our website at <http://www.y2marketing.com>

2. Question - Are there any other costs associated with a website?

Our Answer - We offer free hosting for 3 months. After that you will be responsible for the hosting fees, which are typically around \$20 a month. If your site includes e-commerce, we handle the initial set up fees but then you will be responsible for the monthly fees, which are minimal.

3. Question - Is the down payment for the Techmark refundable?

Our Answer - Yes. If, after we create your Techmark site, you are unsatisfied with it, we will refund your \$995.00 deposit with no strings attached.

4. Question - What payment structure is offered for custom websites?

Our Answer - 50% down to start and 50% at project completion.

Technical Expertise

5. Question - What web development technologies are you proficient in?

Our answer – HTML, CSS, XML, ASP.NET, C#, SQL, FLASH, JAVASCRIPT, UML.

6. Question - What operating system do you develop for – UNIX or Microsoft?

Our Answer - Exclusively for Microsoft as it is more suited for a business environment.

7. Question - Are you able to guarantee a high ranking in the search engines with your search engine optimization strategy?

Our Answer - Actually Yes. We have specialists on staff that monitor the almost monthly changes to search engine submission tactics and implement only what we have actually tested and proven to be successful. We offer 5 packages and are able to guarantee a first page listing across all the major search engines.

8. Question - Are your programmers certified?

Our Answer - Yes, we have Microsoft certified programmers on staff.

9. Question - What development software do you use?

Our answer - We use Visual Studio.NET, Dreamweaver, Homesite, Photoshop, Macromedia Flash MX, and Fireworks.

10. Question - What other digital medium are you proficient in?

Our answer - We are highly proficient in multimedia CD-ROM production, pay per click ad campaigns, email marketing campaigns, banner ad creation and management, windows application development, search engine optimization, and technology consulting.

11. Question - What sets you apart technically from other development companies?

Our Answer - Our developers are highly proficient in Microsoft's new development platform called .net (dot net). We were early adopters of this technology as it provides reduced development time and more functionality than older web page building technologies. You can find out more about .net at Microsoft's website.

12. Question - Are you able to provide Flash animation?

Our Answer – Yes, we have experienced Flash programmers on staff that can create pretty much any kind of animation you desire. A small Flash element is included in the Techmark package at no extra cost.

13. Question - Are you able to create interactive CD-ROM presentations?

Our Answer - Yes we have created several of these. They are especially effective as product demos and instructional applications.

14. Question - Are your websites viewable with any browser?

Our Answer - We develop for Microsoft Internet Explorer 5 and up and Netscape 6 and up. These are the 2 most widely used browsers.

15. Question - What size websites are you typically used to building?

Our Answer - It ranges from a one-page site to large n-tiered enterprise applications.

16. Question - I have an existing site that I don't like. Can you fix it and how much does that cost?

Our Answer - We can give you a free evaluation and a custom quote for site redesign.

17. Question - Are you able to integrate streaming audio and video into your websites?

Our Answer - Yes. In fact, we have an in-house sound and video studio.

Development Philosophy

18. Question – What is my role in the development process?

Our answer – With over a decade of graphic design, programming, web usability and marketing experience, the actual architecture (visuals, copy, navigation, etc.) of the site will be our responsibility. Your role will be the most crucial part of this process in that you will be responsible for communicating to us the details of your business, industry, markets and your goals for the application.

19. Question – How will you provide constant communication to me on the status of my project throughout development?

Our answer – The project manager assigned to your project will provide you with a username and password that will allow you to log into your own project status site. You will be able to upload any files that we will need for the site as well as receive weekly status reports on your project.

20. Question - Do I own the code used to create my website?

Our Answer - After we have received final payment for your project, you will own all the code used to create your site.

21. Question – Do you have a formal process that all projects go through?

Our answer – Yes, we do. It is called the Netstep process and is a combination of other successful development lifecycle management systems. The steps in the process include:

1. Discovery 2. Define 3. Develop 4. Demonstrate 5. Deliver. You can find out more about the Netstep process on our website.

22. Question - After I decide I want you to build my website what happens next?

Our Answer - We will setup a conference call with you and the project manager assigned to your account and begin gathering the requirements for your project.

23. Question - Who will be assigned to work on my site?

Our Answer - A project manager will be assigned to your project and will organize a team of programmers, site builders, and designers to form the project team.

24. Question - Since the Techmark is based on a pre made template does it take less time to develop?

Our Answer - Yes. Techmark sites take anywhere from 10-21 days to build once we have all the content and materials required for the site.

25. Question - During your development process what elements are most important?

Our Answer - Staying within budget, staying on schedule, communication, and complete client satisfaction.

26. Question - Will I be required to provide materials based on a schedule you provide for me?

Our Answer - Yes. In order to meet the required finish date, we will need any materials you are providing for the site by a certain date. It is entirely up to you, however, if you wish to push the date for completion back.

27. Question - If I have any questions or problems during the development of my site who can I talk to?

Our Answer - You will be assigned a project manager who will be happy to assist you every step of the way.

Experience

28. Question - How many web applications have you created in total?

Our answer – Collectively, our developers have built hundreds of digital media products over the past 5-7 years.

29. Question - What is your core expertise?

Our answer - Website design, web application design, online marketing, and application development. What we excel in is the marriage of effective marketing within a digital medium.

30. Question - Where can I see samples of your previous work?

Our answer - We have an online portfolio available on our website at <http://www.y2marketing.com>.

31. Question - What industries have you created web solutions for?

Our answer - As a marketing company, we have worked with clients in every major industry.

Hosting

32. Question - Do you provide hosting in-house or do you outsource to another company and if so why them?

Our answer - In order to focus our energies more on production we outsource our hosting to a hosting company called Terrasite. Terrasite is a world class hosting company with a cutting edge facility in terms of security, uptime, and performance. To find out more about Terrasite please visit <http://www.terrasite.com>.

33. Question - How much space and/or bandwidth do I get with my hosting account?

Our answer - It all depends on what is required to successfully accommodate the solution we build for you.

34. Question - Do you handle my domain name registration or transfer? Do you charge extra for this?

Our answer – Yes, we take care of that for you at no extra cost.

35. Question - Do I own the domain name used for my site?

Our Answer - If we acquire the domain name for you, ownership will be transferred to you upon final payment for your website.

36. Question - What other features does your hosting plan include?

Our answer - An online email administration system, site statistics, email forwarding, and SSL certificates for e-commerce applications.

37. Question - What is the guaranteed uptime for your hosting service?

Our Answer - 99% guaranteed uptime.

E-Commerce

38. Question - Do you provide same day approval for your merchant accounts?

Our Answer – Yes, we do.

39. Question - Does your merchant account service provide direct deposit of funds into my bank account?

Our Answer – Yes, it does.

40. Question - How secure is the transaction process provided?

Our Answer - The entire transaction process is secured with 128-bit SSL (Secure Socket Layer), which is the strongest commercially available encryption in the land.

41. Question - Do you provide the SSL certificate free of charge?

Our Answer – Yes, we do.

42. Question - Does the e-commerce system send automatic confirmation messages to the business owner as well as the customer?

Our Answer – Yes, it does.

43. Question - Is the merchant account provided?

Our Answer – Yes, we will handle the initial merchant account setup.

44. Question - Is it seamless?

Our Answer – Yes.

45. Question - Are funds processed in "real time"?

Our Answer – Yes.

46. Question - Does the card processing system provide address verification?

Our Answer – Yes. Address verification reduces the chance of fraud and charge-backs.

47. Question - Does your shopping cart provide a secure administration system where I can change prices, add, and delete products?

Our Answer – Yes, it does.

Maintenance

48. Question - How do you manage site updates?

Our Answer - Our websites come with a 3-month warranty that includes free bug fixes. For Techmark packages, we also provide 3 months of 1-hour changes for free. Any changes that need to be made beyond this are billed at our normal rate. We are also able to build Content Management Systems for many custom sites that will provide an easy to use interface so that you or someone in your organization can log into a secure area and change the content of the website yourself.

49. Question - Do you provide 1-800 and email support?

Our Answer – Yes, we do.

The Business

50. Question - Why would I do business with you?

Our Answer - We add a much needed dimension to web development that most development shops will overlook – marketing centric copy. We have a vested interest as a marketing company in the ROI that is generated for you from your website. Other development companies are happy to just get your money for development and will not make an effort to engineer the copy on your webpage so that it will generate high conversion rates. Due to the success we have shared with our clients, we have been growing exponentially and have been recently added to *Inc.* magazine's list of the 500 fastest growing American companies at number 28.

51. Question - How long have you been in business?

Our Answer - Since November of 1994.

52. Question - Are you financially stable and debt free?

Our Answer – Yes, we are.

53. Question - Are you D&B rated?

Our Answer – Yes, we maintain a 1-A1 rating from Dun and Bradstreet.

54. Question - Are you a national marketing company?

Our answer – Yes. In fact, we have many international clients as well.

55. Question - How large is your company?

Our answer - As of Dec 2003, we have just under 100 employees working at our corporate office and over 960 marketing agents in the US and Canada.

Marketing

56. Question - What kind of marketing can you do for me?

Our Answer - Our marketing strategy is based on the Monopolize Your Marketplace system, which is a highly successful system designed to separate your company from your competition in the minds of your prospects. You can read more about this system on our website at <http://www.y2marketing.com>.

57. Question - What level of marketing do you provide built into the websites you develop?

Our Answer - 2 levels. The first level would involve working with one of our Master Consulting Agents who are certified in the Monopolize Your Marketplace system. This would provide you with the most effective marketing strategy for you business as well as your website. The other level would be having our in-house marketing department assist in the creation of the copy for your website.

58. Question - What other marketing strategies do you implement for web?

Our Answer - We can provide e-mail marketing campaigns, pay per click campaigns, banner ad campaigns, as well as search engine optimization. All of these strategies are designed to drive more prospects to your site.

59. Question - Can you write ads, produce commercials for TV and radio and implement a direct mail campaign for my business?

Our Answer - Yes, we are a full service marketing company.

Results

60. Question - How many businesses have you worked with?

Our Answer - We have worked with over 64,000 businesses in over 220 industries.

61. Question - Where can I find case studies of companies you have worked with?

Our Answer - You can find case studies on our website at <http://www.y2marketing.com>.

62. Question - Do you have any other free materials you can send me explaining a little more about what you do for your clients?

Our Answer - Yes. You can order 2 free information CD-ROMs and a free subscription to our newsletter from our website at <http://www.marketyourvalue.com>.