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Business Scarce? Take a Closer Look at Your Website In Rough Economic Times, a Custom Website from Streamlined Fusion Can Be Your Greatest Selling Tool

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LOS ANGELES, Oct 30, 2008 (BUSINESS WIRE) -- By now, just about everyone is feeling the economic pinch as banks fail, credit freezes, and companies go under. Each and every day, companies are not just fighting for new clients; they're trying to keep their current ones. So what can you do to attract the new, keep the old, and not break the bank? The first place to look is at your website. According to NetRatings, 80% of people would prefer a lesser-known business with a quality website than a well-known business with a poor website.

"With our custom websites, we've taken \$1 million dollar companies and made them look like \$100 million dollar companies," says Streamlined Fusion CEO Chris Kerstner, "which allows them to compete on the same playing field for a fraction of the investment." And that translates to the bottom line. So what does Kerstner suggest if you're happy with your current site? Search Engine Optimization. "Eighty-six percent of consumers will use a search engine to find what they want," he says, "and Google has become part of pop culture vocabulary." In reality, consumers will rarely click past the first page of search results and quite often choose one of the top five links. The utility of a well-designed website can be completely lost if it is buried on the fifth page of search results.

In rough economic times, when prospects aren't exactly beating down your door, differentiation is king. Your website is an extension of your company and will create a lasting impression on your visitors. Turning these visitors into customers is where Streamlined Fusion comes in. Says Kerstner, "A custom website and optimized search engine results simply makes you more competitive; it's a fact of business in the 21st century." Kerstner attributes this fact to Streamlined Fusion's booming business as well: "Because of the recent skyrocketing demand for our services, we are looking at doubling our staff by Q1 2009, bringing on another 18 people." Does your website need some work? Learn more at <http://www.sfusion.com>.

About Streamlined Fusion Streamlined Fusion was founded in 1999 with the mission to give small business owners the identity they need to succeed in an increasingly competitive business environment. The company is built on the belief that any business must have a properly conceived brand identity, which is why over 95% of Streamlined Fusion's clients would recommend them to a friend. From non-profit organizations to internationally recognized athletes to Dow Jones listed corporations, Streamlined Fusion has created custom websites and marketing campaigns for a diverse group of companies with one goal in mind: world class results.

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