



Making Things Better: Cybervise Helps Improve The Website You Have

When **Carmen Krupar** was working for traditional web development/design firms, she noticed a recurring theme. “Our job was to sell websites, whether the business needed them or not, get them launched ASAP, then move on to the next project,” she says.

However, she noticed something: once the customer had the new website, their issues were only just beginning. “They had questions like, ‘What if I need to change something?’ or ‘How often should I make changes?’ or ‘How do I get on Google?’” Carmen explains. “We didn’t do that work, and neither do a lot of other firms. In addition, many companies hire freelancers who end up leaving the business, or even well-meaning friends or relatives who can’t – or don’t – finish the project, leaving them with a mess.”

Seeing an opportunity to help clients in this “no-man’s zone” of having a website but not being able to move forward, Carmen started **Cybervise** 2.5 years ago. She says she wants to “help clients who already have a website, who need to have that website give them a return on their investment.”

Providing a return is Carmen’s focus. “If your website is not driving traffic, or selling product, or whatever its main purpose it, then there is no point in having it,” she asserts. “Just throwing a site on the web does not guarantee that it’s user- or search engine-friendly. If your site is not appealing to potential customers for whatever reason, then you’re missing a huge opportunity.”

Cybervise works with clients in whatever way works best for them. “This is one of our big advantages,” Carmen feels. “We can work per request or perform monthly maintenance – whatever works best for the client.” They provide any type of web-based service required by the client’s specific situation. The first step is for Cybervise to sit down with the client to determine what they have and where they need to go. Carmen describes, “If the website is fairly new, we try to see what we can do to use what they have – make some changes, solve some usability problems, so there is not the expense of starting over. In some cases, a website may be so old or created in such a way that it’s not search engine-friendly. In that case, we may re-do it, or at least clean it up to make it more compatible for Google, Yahoo and others to visit the site.”

Carmen has proven she knows what she's doing, as her website itself is a success: "We have gotten great clients off our own website – from all over the country and Canada. I also do workshops with SCORE and the Clermont Chamber of Commerce, explaining how our service can benefit businesses." And in a time when many businesses are cutting back, Cybervise is hiring. "Clients see a real return on investment when they work with us, and that's especially important in this economic climate. We make sure your online presence is working as hard as it can for your business."

That commitment and the company's availability are the two main competitive advantages Carmen feels they have in the marketplace. She says, "So many customers say how nice it is to finally have someone to talk to. Other companies often just don't return calls, or take six months to make a change that should take 5 minutes. Our focus is on customer service – this makes us really different from many companies in the industry."

"The idea is that we want to work with the website you have, wherever it's at. We're not going to try to sell you a new website as soon as you call – we're going to help you with the website you've already paid for."