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○ IDM

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# The Solution

## *idm*

OUR 10 YEARS OF ONLINE MARKETING EXPERIENCE PUTS US IN AN ENTIRELY DIFFERENT CLASS THAN MOST WEB DEVELOPERS

*We developed one of the largest sports memorabilia sites on the Internet back in 1998 – we developed TimeJar, the Ultimate Online Time Management System, and most recently engineered the largest social marketing campaign in professional wrestling history for The Ultimate Warrior. We know how to create web systems that are easy to use and customer oriented which allows you to convert visitors into revenue.*

## Avoiding The Craigslist Syndrome

While the Internet is by far the most efficient place to do business – there are millions of businesses online today. Many of your competitors have great web sites and are optimizing for the search engines – the top 1 or 2 sites in your field are taking over 80% of the online business that is available for your niche.

The problem is that most people post ads on Craigslist or other sites in an effort to find web developers who will make a very low bid on the job. This is where it all starts to break down...

These “low bidders” know how to design sites (well, most of them do) – **the problem is they DON'T know how to design a site that will set you apart OR beat your competition.** So while you are jumping up and down because you found someone who will do your site for next to nothing – you are actually about to throw your hard earned money down the drain because the end product will have NO EDGE over your competitors and a year from now, you will be on Craigslist again looking for another web designer who can redesign your site. (continued on page 2)



## USABILITY

Creating web apps with superior usability is something we focus on every day because we have several of our own apps that have a lot of daily users. The success of our systems depends on how easy it is for the user to purchase or use our programs. The easier it is for the user, the more likely the application will convert to specified goals. We develop usability from studying top web apps that are very popular with users and we developed our own usability research based on real-time feedback from our thousands of customers worldwide.



# Affordable. Professional. Experienced.

*Our unique perspective gives you top of the line design and development mixed with 10 years of real-time, real world, experience and success.*

This is where we come in. Intelligent Design Marketing was started by Kelly Johns who began his career on the Internet back in 1998. He developed one of the largest, most popular, sports memorabilia sites on the Internet called ALLAuthentic.com.

Since 1998 he has been developing code that smashes his competition. The code is designed by his dedicated team of cutting-edge developers and designers and it is based on years of real market research data. This data is compiled based on split tests from real-time traffic and customers which allows us to see how well certain features of websites convert visitors into sales.

The data that drives our code, which we embed into the sites we develop, is not based on a few random tests. It is from daily, real-world traffic that we analyze, then make adjustments and innovations to our code.

We have also developed a SEO package that we utilize to get over 5,000 first page Google rankings which generates us over 3000 unique visitors per day to just one site. This was developed by naturally gaining search engine rankings – not by tricking them. How many sales could you make if you were getting 3,000 unique visitors per day? If you are already getting that type of traffic, what would you sell if you doubled?

More importantly however, what if you were able to double your conversion ratio? In our opinion traffic is not as vital as conversion – because conversion is what turns traffic into revenue.

While you might think you are saving money by going with the low bidder – you are actually wasting time, money, and precious sales that you could be making on your site right now. It is not because these low bidders don't know what they are doing – some of them build "pretty" sites. The problem is they don't know how to build sites that convert visitors into the goals you specify – simply because they went to school to learn web design and development and they have never put their own site on the web that actually creates income.

With IDM, you get the highest level of professional design in the industry, mixed with the ability to create custom code for any app you want, and our 10 years of marketing experience and success built into your systems.

## GET IT DONE RIGHT THE FIRST TIME!



### WHY WE ARE DIFFERENT:

"Normal" web development companies design sites, code, develop apps – but they don't actually sell and make money online. We are the complete package. As a client, you benefit from our 10 years of real world experience, research, market testing, and usability testing.

\*Cutting Edge Technology

\*Proven Track Record

\*SEO Experts: We have over 5000 top 10 Google Rankings

\*Social Marketing Campaigns

\*Viral Video Marketing

\*Custom Wordpress Designs

\*Traffic/Conversion Specialists

\*Custom Web Apps



**"I have been working with Kelly Johns for years and he knows what he is doing online."**

**JERRY RICE – THE GREATEST WIDE RECEIVER IN THE HISTORY OF THE NATIONAL FOOTBALL LEAGUE**

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**Don't let a web designer – who has never sold anything online – build your ecommerce site!**

**INTELLIGENT DESIGN MARKETING**

**YOU GET: FORTUNE 500 DESIGN + YEARS OF INTERNET MARKETING EXPERTISE**

**IDM**

[www.intelligentdesignmarketing.com](http://www.intelligentdesignmarketing.com)