

Website Design Case Study – Itechent.com



Internet Business Ideas: Every internet business is different and I know most people have been dreaming about starting their own business for ever. I would like to know, in your own words, what your idea was for www.Itechent.com.



iTech Ent started with a vision of how to make both search engines more robust, but also how to get conflicting and typically incompatible systems to communicate with one another. The result was an internationally, and US patented technology that we are currently getting ready to take to market in a variety of ways, the first being iSupply.



Why you decided to start your own internet business: I would like to know / share with others why you decided to start this internet business. Everyone has a different story and I would like to know yours.



That was an easy choice for us as our technology was specifically designed for the Internet. Our products are all web-based, even in standalone system applications. Our products can be used with any company's internal data bases, or can be set to query the Internet for applicable data.



Why you decided to go with WebBizIdeas.com: We are very interested in knowing why you chose our company. Whether you just liked our portfolio or just liked hearing our voices over the phone, we would like to know 😊



For us it was a clear choice. After "interviewing" a number of web designers, it was obvious that an immediate synergy developed between iTech and Webbiz in areas far beyond typical "web design" services. In addition, both companies have young and very smart entrepreneurs who can be together for many years. Plus you sounded OK on the phone too!



Your Website Design: Can you tell customers about how / why you had us design your website the way it is. Please let us know in your own words how WebBizIdeas.com designed your site. Are you happy with it, do you have future plans to develop it more?



Our iTech site will always be a work in progress. We wanted a company who would be able to "go with OUR flow" and meet our needs in a timely fashion. Webbiz has proven that they can deliver over and over to iTech and our other companies.

Are we happy with our site? Not really, but that is because WE are not happy with all aspects, NOT because of the Webbiz work. THEY have been excellent in keeping up with our ever-changing demands and upgrades. Our products are totally unique, and can simply put be used by ANYONE. Consequently it has been difficult for US to "focus" our market to a "manageable" level. Webbiz has



been a critical part of that process, making the necessary design changes to reflect our iTech corporate focus.



Who is your target audience? Can you tell us more about your target audience? This will be very helpful for you in the search engines if you include 'keywords' that you are trying to obtain listings for in the search engines.



THAT is a fundamental problem for iTech. EVERYONE is our target audience! Our initial product offering, iSupply, is LITERALLY a "Bridge to Everywhere" allowing for unheard of cross communication between previously incompatible data streams, be it text, audio, or video. That makes iSupply a "must have" application for any company that grew by "acquisition", and acquired not only the stock, but also the new company's probably incompatible legacy systems.

Our marketplace is truly unlimited, both in the commercial and government arenas.



Overall Feedback: Can you give us your overall feedback on how you liked working with WebBizIdeas.com and your project manager?



A true pleasure! While we have "buted heads" on occasions (and those rare times are due to BOTH companies wanting it to be PERFECT), the synergy between our companies has been truly remarkable. We have contracted Webbiz to do several other projects for other companies we have as well, and they are performing just as solidly for those projects as they are for iTech. While we are primarily dealing with Dan Fernandez, we have full access down to the individual programmers and designers at Webbiz. Their "open door" policy for us has allowed us to not only move quickly, but to also interface directly with the coder actually doing the work.



Current Advertising & Promotions: We are very interested in knowing what our customers are doing for advertising & promotions. If you could share what you are doing and if any companies are working for you that would be greatly appreciated. We would love to know if you are having success.



We are not the "typical" web based company. iTech is not doing "mass" marketing for our products. Our iTech site is used primarily to direct potential clients to see "concepts", not "finished products". All iTech products are primarily "custom designed" for each client's specific needs, so our site provides them with a number of "options" for them to look at. Like with Webbiz, many of our clients have no idea what they REALLY want until we give them some initial ideas.

As we focus THEIR wants and needs for our product, like Webbiz we can channel those requirements into our finished product we deliver to our clients. That is why we feel so comfortable with Webbiz as we basically use the same approach when dealing with clients.