

Mac McIntosh's

# Website Assessment™



**Make your website as productive as it can be.**

## Is your website being found by hot prospects when they're looking to buy?

Is it helping to move prospects along in their consideration process, toward buying from your company? Or is it scaring them away? If you're not sure, or you think your website could do a better job of finding sales-ready prospects, consider having Mac McIntosh conduct a Website Assessment for your company.

### Here's what you'll learn

- How to optimize your website to get to the top of the search engine listings, and be found when people are searching for companies, products and services like yours;
- How to cost-effectively buy your way onto the first page of search engine results by using search marketing;
- How to use your website to differentiate your company, products and services, and to gain a real competitive advantage;
- The four keys to driving leads and sales (that are almost always usually missing from websites like yours);
- How to turn more of your website's visitors into inquiries, qualified leads and sales, and more.

### Here's what you get

- An expert review of your website and all of its features and functionality;
- A written website assessment report, containing specific finding, conclusions, prioritized recommendations for making your website more effective at being found when prospects are searching for companies, products or services like yours, and for bridging the marketing-to-sales gap once they find it;
- A consultation by phone to review and discuss findings, conclusions, recommendations and related resources.

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**Mac McIntosh** Incorporated  
Business-to-Business Sales Lead Experts™

# Website Assessment™

## All this for only \$2,950

Generating more leads and sales from your website is what its all about.

Please call Mac today at 1- 800-944-5553 for answers to all your questions, or to schedule your Website Assessment.



M. H. "Mac" McIntosh, CBC

## Who is Mac McIntosh?

M. H. "Mac" McIntosh is considered to be one of North America's leading business-to-business marketing consultants, and an expert on the subject of marketing for leads and sales.

Mac's background includes 20 years of hands-on experience in B2B marketing, direct marketing and sales. Previous to starting his own consulting firm in 1990, Mac held account management, sales and marketing management positions with companies in manufacturing, media, marketing communications and marketing services.

In addition to consulting, Mac conducts marketing workshops and seminars for leading associations and corporations around the world, writes regularly for leading marketing and business publications, and is the publisher of Sales Lead Report®, a newsletter for B2B marketing professionals.

Mac is a member of the Business Marketing Association, the American Marketing Association, the American Society of Training and Development and the National Speakers' Association. He holds the Certified Business Communicator (CBC) designation awarded by the BMA.

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