Website Performance-Improvement Team Launches SiteRevivers, Inc.

Long Beach, California—The launch of SiteRevivers, Inc. a new Internet technology and marketing company, was announced today in Long Beach, CA.

According to the firm's Managing Director, William Light, the company was formed to respond to the growing number of businesses and organizations that have outdated websites. Many of these sites are underperforming on the Internet in terms of search engine marketing (SEM), traffic generation, and customer or member conversion rates.

"The general performance decline is happening because so many websites were built by graphic designers or people using point-and-click web-design programs," noted Mr. Light. "While some of these sites look fine from the front of the screen, the actual programming behind the scenes is now invalid and noncompliant with web standards."

Media experts estimate there are over 1 billion websites on the Internet today. The majority of these were built before the rise of contemporary Web standards, most recently updated by the Worldwide Web Consortium (W3C) in 2008. These standards demand increasingly compliant code for websites to work across the many different kinds of web browsers, phones, mobile devices, computers, and screen readers that are in operation today. Websites that fail to comply with W3C standards run the risk of breaking down or performing poorly on certain platforms.

Mr. Light suggested that a website's failure to meet standards also decreases its accessibility to users who are vision impaired or who cannot make intricate hand movements. These include blind and elderly users, an audience estimated to comprise up to 30% of all Internet users by the year 2015.

"Asking companies and organizations to jettison their websites and start all over essentially renders their original investment a waste," said Mr. Light. "Instead, writers, designers, technologists, and

strategists at SiteRevivers determine the most cost-effective way to fix the underlying code and content, improving the website's performance from the inside out."

The SiteRevivers website performance-improvement process involves five major website programming changes aimed at:

1. Improving Web-standards compliance.
2. Ensuring all the website's code is valid.
3. Enriching the website's actual content.
4. Refining elements that affect search engine marketing (SEM).
5. Improving User Experience (UE).

To each of these ends, SiteReviver analysts attach precise measurement tools to websites while they are undergoing programming changes. This allows the team to monitor incremental improvements caused by each minor programming change so that the ROI of each step can be accurately calculated.

"Maybe the best news is that these steps don't have to be done all at once," Light said. "You'd be surprised how often little things produce really big results. The key is to fix the right things first."

The SiteRevivers believe their approach comes as welcome news in today's troubled economy— where businesses, organizations, and institutions need to make every dollar count. Since improving results of existing websites is a step-by-step proposition, clients don't get hit with a huge bill all at once.

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