



Enhance your

WEB Capabilities



Attract and Retain Web Users

Web Design

Your Shop Window To The World

Your web site is a reflection on your business. At Enhance, we take this view very seriously.

Many factors will influence the design of your web site.

- what you provide?
- customers needs?
- unique selling points?

Your site should be clean, intuitive and easy to navigate. Each page should have a single primary message.

Enhance does not advocate the use of Frames. Although an easy way to construct a web site, frames based pages are prone to search engine problems.

Web Optimisation

Enhance Your Web Presence

It's not enough to have a well designed web site if nobody knows it exists.

Enhance will evaluate a web site's effectiveness regarding search engine prominence and provide you with a report and recommendation.

Web optimisation is a continuous process. Search engines are continuously updating their search criteria. You need to ensure your web site conforms to consistently maintain a high web presence.

The criteria for high relevancy among search engines involve many factors. Many companies claim to provide web optimisation but few companies actually deliver it.

Web Catalogue

Maintain Your Products Efficiently

Have a web site with product information? Having to update web pages constantly?

Enhance will help you move from conventional, static web pages to a more dynamic, database driven web site.

Your product information can be displayed using a single dynamic web page. With product updates being done through a user-friendly maintenance screen.

This method can also provide your users with a powerful product search capability to help them find the right products quickly.

Remove the cost of updating numerous web pages and the risk of page errors.

Product Seeding

Expose Your Products To The World

Most users will find their way to your site via web search engines.

Enhance can provide you with the tools to enable users to access your **products** directly from search engine result listings.

Your web presence will be greatly enhanced, with your entire product range being accessible by search engines including Google, Yahoo and Ultavista.

This facility is completely automated - any changes to your product range will automatically be made available to the search engines.

Portals

Centralise Your Information

A portal looks to provide a user with a single access point for all information and applications relevant to their role within the organisation.

Typically, a portal operates on a company's network, otherwise known as an Intranet or Extranet.

Enhance can provide this portal facility for your users. A single framework encapsulating all business critical information and necessary applications to enhance your workforce efficiency.

Security is a major focus on any portal. Ensure sensitive information can only be viewed by privileged users. Monitor all users within your portal and report on their activity.

Intranet Searching

Correct Information ... Fast!

In general, business users waste a significant amount of time searching for relevant documents.

Enhance can provide an Intranet search engine that indexes every item of documentation in a business' enterprise.

Indexing is automatic, so new documents and amendments are instantly recognised and retrieved on user search results making the workforce more efficient and effective.

We are so confident; a no commitment trial period may be arranged.

e-Commerce

Automate Your Web Sales Orders

Provide your users with an online purchase system. Each transaction will be secure and payments can be automatically verified and tracked.

This facility provides maximum benefit to businesses offering low value, high volume products.

The focus of such a system is to reduce the cost of human interaction with each transaction, enabling the business to deploy its workforce more effectively.

Customer accounts can also be created, offering a greater personalised service. For example, special product rates and customer discounts.

User Tracking

Promote Customer Intimacy

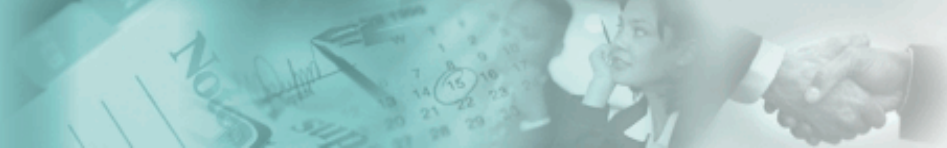
Monitor who is browsing your web site and where they are going. Identify how long they spend on each page and how they navigate.

Identify keywords users have searched to reach your site and where they have come from.

Use this information to build a prospect list and effectively target potential customers.

Define personalised welcome messages and product information to greet users when they view your site.

Provide your users with product updates and other services of interest.



About

ENHANCE

Corporation



About Enhance

Tailored Services For Every Business

Enhance is an independent, professional services company, based in the UK, offering a wide range of web services to small and mid-sized companies, helping them realise their selling potential via the web.

Our policy is one of customer intimacy. We recognise every company is unique. Hence, our services are specifically tailored to meet a company's business needs.

We take the time to understand a business so they can better understand their customers.

Contact

Name: Darren Edwards
Company: Enhance Corporation
Address: 53 Beta Road
Cove
Farnborough
Hampshire
GU14 8PH
United Kingdom

Phone: +44 (0) 1252 680323
Fax: +44 (0) 1252 680322
E-Mail: darren.edwards@enhance-corporation.com
Web: www.enhance-corporation.com