

"Leveraging Online Authority during the development phase of our launch was among the smartest investments I made."

Chris Olsen
Sunset Magazine

"Professional, reliable, knowledgeable, enthusiastic... that's the kind of service I always get from Online Authority."

Natalie Lavigne
Carleton University

"There is always a takeaway or two in their advice and recommendations—ones that you remember months after the initial strategy sessions in the planning of a new Internet presence."

Janice Blake
3Vista Corporation

"(Online Authority) has a "tell it like it is" approach that saved us time, money and frustration. Our website and Internet marketing is now designed to help web users find us, quickly and easily, when they are searching for a solution to their problem. Like (Online Authority), our website is professional, helpful and easy to understand."

Sheldon Rice
Canaccord Capital Inc.

"I can't say enough about Online Authority. They explained things in terms that were easy to understand and made suggestions that were easy to incorporate without costing us a fortune!"

Wendy Mayhew
blasted bottles

"The approach was to come forward with practical, affordable advice to complex online problems. Contact Online Authority today. I guarantee you won't be disappointed."

Lucinda E. Boucher
NSERC

**You can't
afford to wait!**

**Struggling to find
online success?**

Don't let another
online customer pass you by.

Contact the Authority NOW and
give your website the power to produce!



We can help.

For Internet marketing and
training services that **get results**,
contact us today.

ONLINE  **AUTHORITY**
Practical advice. Straightforward success.

Tel: 613.564.0090

info@onlineauthority.com

336 Osgoode Street
Ottawa, Ontario, Canada K1N 6T3

www.onlineauthority.com

ONLINE  **AUTHORITY**
Practical advice. Straightforward success.

www.onlineauthority.com

Why Online Authority?

What we do—and what's in it for you

We are Internet marketing specialists. We can either teach you to analyze your website to ensure its efficiency and effectiveness or we can come in and do it for you.

And our decades-long history and abundance of satisfied customers would indicate that we do a great job.

But that's what we do. What's in it for you?

An efficient and effective website means that people are more likely to find you and more likely to be influenced by what you are saying or selling. Even better, they are more likely to believe you because your value proposition will be clear and they will be able to find their way around your website quickly and easily.

That means you will accomplish the goal you set for yourself when you first began this mission:

You will find online success.

Look to the Authority for online marketing that works.

Learn how to make the most of your web presence...

You know it and we know it: traditional marketing just doesn't work on the Internet. The approaches, the writing, even the target markets are different. What do you do to attract customers and their loyalty? And how do you analyze the traffic you do get?

We have the answers.

We can bring customized training to you—highly personalized sessions that are designed to meet **your** needs, in **your** office, on **your** schedule.

Does your team need to increase its knowledge of search-engine optimization? Search-engine marketing? Pay-per-click technology? Web analytics? Online Authority can give you what you need, when you need it.

As well, we offer a host of off-the-shelf courses—any one of which can also be customized—that have been designed by Online Authority for maximum impact. (Visit www.onlineauthority.com for complete details.)

Either way, we can help you cut through the clutter and turn your website into a **marketing machine**.

We know what it takes to help you find online success.

...or we can do it for you.

Here is Online Authority's pledge to you:

We will improve your website's effectiveness and save you time and money.

Practical advice, straightforward success. That's what we offer. And here's how we do it:

Improve your website's effectiveness

Online Authority will help you:

- understand who is using your website, how they are finding you and why you might be losing them;
- increase online conversion rates through simple and cost-effective usability studies; and
- audit your website or email newsletters.

Save time and money

Online Authority will provide an objective perspective on:

- website traffic reports;
- Internet marketing plans;
- selecting Internet technologies; and
- contracting Internet specialists.

Every moment you wait, another online customer may be passing you by. Contact us today to get your online marketing moving in the right direction.

