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Media Release

FoundLocally.com Announces New Website Audit Service

Calgary, AB. FoundLocally.com [http://FoundLocally.com] has added a new Web Site Audit service, to help small businesses and their web designers maximize their online impact in an ever-more-competitive marketplace. A website audit can improve the success of web marketing campaign, and impact decisions to upgrade or replace a web site by providing experienced and independent advice from someone without an economic interest in the decision to change (or not to change).

The Website Audit is an independent appraisal of the competitive strengths & weaknesses of your website. You might want to know if you are being over-sold on website design, or realize website features are insufficient for stated business goals. A website audit is an important tool to help you understand how well your website works for you, helps recognize deficiencies, and assess its competitiveness in your community and your industry.

 A website audit looks at over 200 key factors in these important areas:

1. Best Practices for today's web design & user interfaces, for happier users
2. Underlying web page coding, as seen by the eyes of a search engine, for better SEO results.
3. The impact of new technologies & Social Media, for new opportunities
4. Customer interactivity and e-commerce system, for greater results
5. Review your design & graphics, compared to your competition

Clients are provided a 20 page report with our observations and our experienced analysis delivered electronically the next business day.

More information about website audits are provide online at http://FoundLocally.com/WebSiteAudit

Every audit report is signed off by FoundLocally's General Manager, Mark Ruthenberg, who has been active in the Internet industry since 1995. He has been an entrepreneur since 1983, starting in public practice as a Chartered Accountant (though no longer practicing as one). Before shifting focus to the internet industry, he spent a decade in computer training, and has written over 300 training guides, and is used to explaining things in "plain English".

Over the past 15 years, his internet experience includes website design, web marketing, e-commerce, e-books, computer programming and database development. FoundLocally's website has excelled at organic "SEO" search engine marketing (search "FoundLocally" on Google, and you'll see!), so we understand "value for money".

Mark Ruthenberg has judged the International Advertising Awards for several years, as well as other New Media awards. He has served a decade as Board member and past-President of Digital Alberta, and has served a decade on the Industry Advisory Board for New Media and Digital Communications studies at post-secondary institutions.

About FoundLocally
FoundLocally .com was launched in 1999, and has expanded to a network of 30 in-depth local information sites for major cities coast to coast, reaching 12 million visitors a year. Communities include Victoria, Vancouver, Fraser Valley, Okanagan, the Rockies, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Thunder Bay, Sault Ste Marie, Sudbury, Barrie-Muskoka, Kitchener-Waterloo, Hamilton, Niagara Falls, Oakville-Burlington, Mississauga, Etobicoke, Toronto, Scarborough, North York, York Region, Oshawa-Durham, Ottawa-Gatineau, Fredericton, Halifax, Charlottetown, and St John's.

The site provides extensive editorial information about a community, its government, consumer shopping, business-to-business, recreation, entertainment, sports, and travel, which now encompass over 50,000 pages. The site also includes several popular & important Social Media components. This is integrated with a context-sensitive business directory to help consumers find local providers of products or services. This business directory is free for local businesses (including over 1300 web design firms) & community groups and lets them also post news, events, jobs, coupons & sales, while letting consumers post ratings & reviews of all types of businesses.

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For more information on this news release:

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