

For Immediate Release

Contact: Barry Harrison
email: barry@resolvedigital.com
phone: 888.832.0781

Free Website Evaluation White Paper for Microsoft Channel Partners

San Francisco, CA (September 19, 2008) – Based on 30 website evaluations conducted for the Microsoft Partner Marketing Essentials program, Resolve Digital, a [San Francisco web design and optimization](#) company, has published a new report: [The Seven Elements of a Highly Effective Lead Generation Site](#).

For the second year in a row, Resolve Digital is releasing the summary results of the web evaluations, along with their top recommendations to Microsoft channel partners. Their evaluation process includes factors that have direct impact on lead generation.

The number one challenge this year: web copywriting. Over 75% of sites reviewed were advised to create more visitor-focused copy that emphasizes benefits, is easy to scan and free from jargon and marketing-speak. "Better copy and stronger calls-to-action can improve *any* site's conversion rate" observes Resolve Digital's Managing Partner, Barry Harrison. "The words you use on your site have a big impact on lead generation: it's that simple."

A related issue: Search Engine Optimization. Few of the partner sites demonstrated an effective plan for SEO. Improvement in this area may provide a competitive advantage finding new prospects from organic search. The report states: "Maybe you still get customers via word-of-mouth, but every day your competitors are getting new leads because somebody found their site in Google. If your site isn't optimized— you're missing out."

The top recommendation: Use SEO and web copy together. It is the *combination* of Search Engine Optimization and effective web copywriting that has real power. "It's 'back-to-basics' says Harrison. "You've got to get more prospects to your site and give them good reasons to take the actions you want them to take."

Eric Rabinowitz, President of the Nuture Institute™, leads the Marketing Essentials team. He believes the website evaluation is a highly valued part of the program. "The feedback we receive is that the evaluation reports are detailed, useful and practical. They include clear action steps our Partners can take to get more leads from their websites."

To find out more about Resolve Digital's recommendations please download the [free lead generation white paper](#).

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[Resolve Digital](#) is a web design and optimization firm with offices in San Francisco CA and Christchurch New Zealand. We create effective, visitor-focused websites and

[web applications in Ruby-on-Rails](#). Our [professional website evaluations](#) help our clients convert more prospects into customers.

The [Partner Marketing Essentials](#) is a comprehensive 6-month marketing education and action program offered by Microsoft. Each partner company participates in a series of educational opportunities including a custom website evaluation report that culminates in an executable marketing plan.