

WebtraffIQ Releases Christmas and New Year Checklist

Submitted by: Elemental Communications

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Web Analytics Vendor WebtraffIQ Releases Christmas and New Year Checklist for Business Owners

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Web analytics vendor WebtraffIQ <http://www.webtraffiq.com>, has released a Christmas and New Year checklist for website owners.

The guide entitled 'Preparing for Christmas and Beyond' (<http://www.webtraffiq.com/press/releases.php>) serves as a wake up call for businesses in making sure that they are ready for the Christmas rush, and they are geared up for the New Year, in order to start the year on the best footing.

Marcos Richardson, European Director at WebtraffIQ explains, "Christmas and New Year are especially busy and are crucial times for businesses. Creating and maintaining an online presence is critical to healthy seasonal activity and performance not only for sales, but also for an organisations' brand."

Steps businesses should take include:

- Having the right supplies in administration, logistics and products for the possibility of increased Christmas demand is important in attracting and retaining existing customers. Businesses with bad supply lines risk diminished future demand.
- Using the correct tools and services will allow the forecasting and benchmarking for seasonal trends. This will help companies to keep track of customers; how they wish to interact and purchase.
- Preparation ahead of time for a smooth start to the New Year (learning from Christmas), giving businesses the edge against competitors.
- Ensuring that their websites are running 24/7 and tapping into new technology such as WebtraffIQ Alerts (<http://tinyurl.com/6c3ho> or <http://tinyurl.com/5yb76>), that informs business owners if their site goes down via SMS or email over one of the most crucial times of year.

"Business owners at the very least should know more about online audiences and how it affects their business on a day-to-day basis, from this point onwards. They have to make their budgets work harder during a very competitive time of the year, and web analytics is the business tool of today that will enable this. With products such as ours, they can be up and running, being more enlightened to their progress off and online within a few hours", adds Richardson.

By following realistic guidance through the guide provided by Richardson, businesses can ensure they are ready for a profitable Christmas and a good start to the New Year.

The guide can be found at WebtraffIQ at either <http://tinyurl.com/66epb> or <http://tinyurl.com/4smeq>.

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----Notes to editors----

This press release is available in PDF, plain text and Word formats. Photographs are available of the WebtraffIQ team.

The media spokespeople for WebtraffIQ are Marcos Richardson, European Director and Kevin Hutchinson, Chief Technical Officer (CTO).

About WebtraffIQ:

<http://www.webtraffiq.com>

WebtraffIQ is a real-time visitor tracking and reporting analysis product and service for business web sites and e-commerce enterprises. The system has undertaken a four-year research and development-testing period and is used by over 400 individual web sites.

WebtraffIQ provides a campaign tracking service which enables clients to see how various online and offline marketing techniques are working, in effect creating a rich picture of a web site's activities.

WebtraffIQ's clients include: Business Link [Kent], City & Guilds, Eyetracker, Mando Group, Perceptor, Reuters Business Insight, Royal Institution of Chartered Surveyors [RICS], The National Baseball Hall of Fame and Museum and Tiscali UK.

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