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Improving Conversion Rates as Important to Online Success as Search Engine Optimization. Conversion Point Architecture helps improve web sites conversion rates

eVision, an established search engine optimization, web site design and eMarketing firm, offers an advanced site design methodology called Conversion Point Architecture. Although the value of driving traffic to web sites remains high, effective site design that helps ensure visitors turn into leads or sales is just as important. With Conversion Point Architecture, eVision helps organizations optimize and improve their sites' conversion rates. Conversion Point Architecture can significantly improve a organization's conversion rate whether it is measured in sales, signups, information delivery or whatever constitutes a "win" on the site.

BRANFORD, CONNECTICUT June 19, 2007 – Are you interested in considerably increasing your conversion rate? eVision, a nearly 10-year old web site design and eMarketing firm, offers "Conversion Point Architecture," a sophisticated, design *methodology* that has been in evolutionary development for a number of years. Conversion Point Architecture often improves a site's conversion rate by a significant amount. Most clients see returns of from \$10 to \$100 for every dollar invested in conversion rate improvements.

George Aspland, president of eVision, says that Conversion Point Architecture is a complex marriage of art and science. "It is one of the most innovative site design methods available. Our Conversion Point Architecture strategy draws from many fields including psychology, the usability field, web-buying behavior research and web technology and typically includes usability/conversion rate evaluations, target audience analysis, defining site objectives, user testing, advanced site analytics, complete content reviews, site architecture design, and site development."

"Although it remains extremely important to optimize a site for search engines, it's not enough just to drive traffic to your site. Increasing sales or conversions without increasing your marketing cost is a wise and strategic approach," states Aspland. He adds that making the most from the leads you gather allows you to sensibly increase your marketing budget with the best possible marketing ROI.

Todd Follansbee, an eVision Usability and Conversion Optimization Consultant, has a strong background in psychographics and usability testing, which he used to develop Conversion Point Architecture. Although it is already an extremely

successful tool for optimizing eVision clients' conversion rates, Follansbee continually improves Conversion Point Architecture in a constantly evolving process.

This highly trained professional always encourages companies to apply Conversion Point Architecture strategies early in the process, whether they are designing a new site or beginning site marketing on an existing one. "The earlier they bring us in," he states, "the higher their return."

The eVision team invites you to download an extended explanation of Conversion Point Architecture at <http://www.evisionsem.com/eDesign> and to contact them if you have questions.

About eVision

eVision has been providing design and online marketing services to clients around the world since 1998. They drive targeted traffic to a web site through legitimate search engine optimization (SEO), pay-per-click (PPC) search engine marketing tactics and online promotion while working to ensure the web site turns those visitors into inquiries, qualified leads, and new business.

eVision was selected as the Silver Winner in the Professional Services category for the 2006 W³ awards by the International Academy of Visual Arts and the W³ - The World Wide Web Consortium. With the addition of their new Conversion Point Architecture service, they are quickly becoming a leader in improving conversion rates.

Find out more about eVision and Conversion Point Architecture by contacting George Aspland at 203.481.8005 or visit <http://www.evisionsem.com>