

## Tech Geeks, Inc Goes Online

Tech Geeks, Inc, “a full-service solutions, consulting, and training firm committed to delivering innovative technology solutions” is an example of a business that has seen success online due to the organizations online strategies. Some of their clients include Verizon, SBC, Avaya, Adelphia, ASC (American Systems Corporation), Motorola, and Liv. Through the use of research and an interview conducted by the owner, Jack Black I was able to evaluate Tech Geeks, Inc’s online strategy and activities. Black explained that the business strategy with regard to the website was “to design a website with information on Tech Geeks’ core business practices and technical services”. This was an important move for Tech Geeks, Inc since they are in the business to make money. Additionally, by providing information on products and services this enables customers to learn more about what Tech Geeks, Inc is.

### *Strategies*

Business strategies are important to the success of online websites however, organizations must also establish objectives and goals for the website. Tech Geeks, Inc’s objectives “were to design a site that would inform potential clients our mission, corporate objectives and services. The goal was to create a website that would be informative and easy to browse through”. Potential customers need access to information otherwise they will not pursue Tech Geeks, Inc. Instead, they will move on to the next IT website.

Once Tech Geeks, Inc established their objectives and identified the goals they were able to implement a web strategy. They did this by “collaborating with web [their] business partners, vendors, and satisfied customers” to see what they were interested in. Stakeholders play an important role in the success of Tech Geeks, Inc. They are able to influence not only influence the content of the website but the success of Tech Geeks, Inc as well.

The website was developed by both Black and outsourcing. “Our site is a combination of in-house and outsourced development. We designed the main site and links. We outsourced many of the linked pages and image design”. The original cost to develop the website was \$7,000. That is a small investment considering the success of the website. Tech Geeks, Inc pays \$55 a month to maintain the website.

### *ROI*

Although there are many ways to measure success Tech Geeks, Inc measures their success “by the number of visits the website receives on a daily, weekly, and monthly basis” Currently, Tech Geeks, Inc receives over 1,000 hits a day, over 5,000 hits a week, and well over 30,000 hits a month. This is significant because there are over 30,000 people who view this site each month. Furthermore, when more people visit the website the better the chances will be that someone will want more information on a service which could very well equate to increased profits for Tech Geeks, Inc.

Some of Tech Geeks, Inc strengths are their technical design and content. The website is very easy to navigate through and offers clientele an array of options and images which keep customers tuned in. Additionally, Tech Geeks, Inc employs a CMS

(Content Management System) and this allows them to make changes to their website in real-time which is truly neat. On the other hand, their weaknesses are that the website is static and does not offer any live content or flash. Clients might have a hard time visualizing the services offered. This is why Tech Geeks, Inc makes sure that they use as many images as possible without make the website appear clustered. Tech Geeks, Inc has an opportunity to increase profitability to the website by increasing their reach domestically and internationally. Some threats to Tech Geeks, Inc are competition, and a face based industry that does not wait on anyone. The current trend is that newer technology often is available every six months. The organization will have to ensure that they remain innovative and provide clients the latest technology available so that they will remain successful.

Online business can be challenging if individuals do not plan and prepare for the venture. Black started this process with a dream, followed by a business strategy, objectives and goals, and measured success daily. The outcome has been prosperous and Tech Geeks, Inc is still in existence today. Seeing the success of Tech Geeks, Inc has made me consider starting my own online business. I know that there are ups and downs with new adventures. However, I will be prepared and make sure to develop my online strategy firsthand, consider the costs associated with implementing a website, and be aware of the challenges organizations face when they implement online strategies.