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Anatomy of a Performance Web Site Introduction

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This document is to be used in conjunction with the Anatomy web site diagrams. We have provided the original diagrams in Visio, ConceptDraw and HTML formats. You may find it very useful to use this diagram as the starting point to building or enhancing your own performance site or to propose a project for a client. You need to have a copy of Visio or ConceptDraw to use the editable versions (which may not be supported on every platform). The HTML versions (links above) can be viewed on any platform. If you do not use Visio or ConceptDraw you can create your own diagrams in any graphics software or other diagramming software.

One of the great things about being a technical person when you have to market yourself is that you don't always have to be a flamboyant marketer or salesperson. By showing potential clients that you fully understand the concepts behind what makes effective and profitable site designs you can usually let your technical presentation do the selling for you. You are basically selling your client without selling yourself by virtue of simply showing your professional approach to and interest in their business by using the kit materials to interview them and give them a design that fits their needs.

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