

IS YOUR **CORPORATE WEBSITE**  
YOUR MOST EFFICIENT, COST-EFFECTIVE  
INVESTOR GENERATOR IN YOUR MARKETING ARSENAL?

**NOW IT CAN BE.**

# EVERY PERSON THAT VISITS YOUR COMPANY'S SITE IS A **POTENTIAL INVESTOR.**

That's why you need to know your online presence is delivering the best presentation possible. Every time. Just like you would in a boardroom.

Yet every day, companies spend millions on online campaigns only to send traffic to poor looking sites that lack the ability to engage visitors...let alone direct them where the companies want them to go.

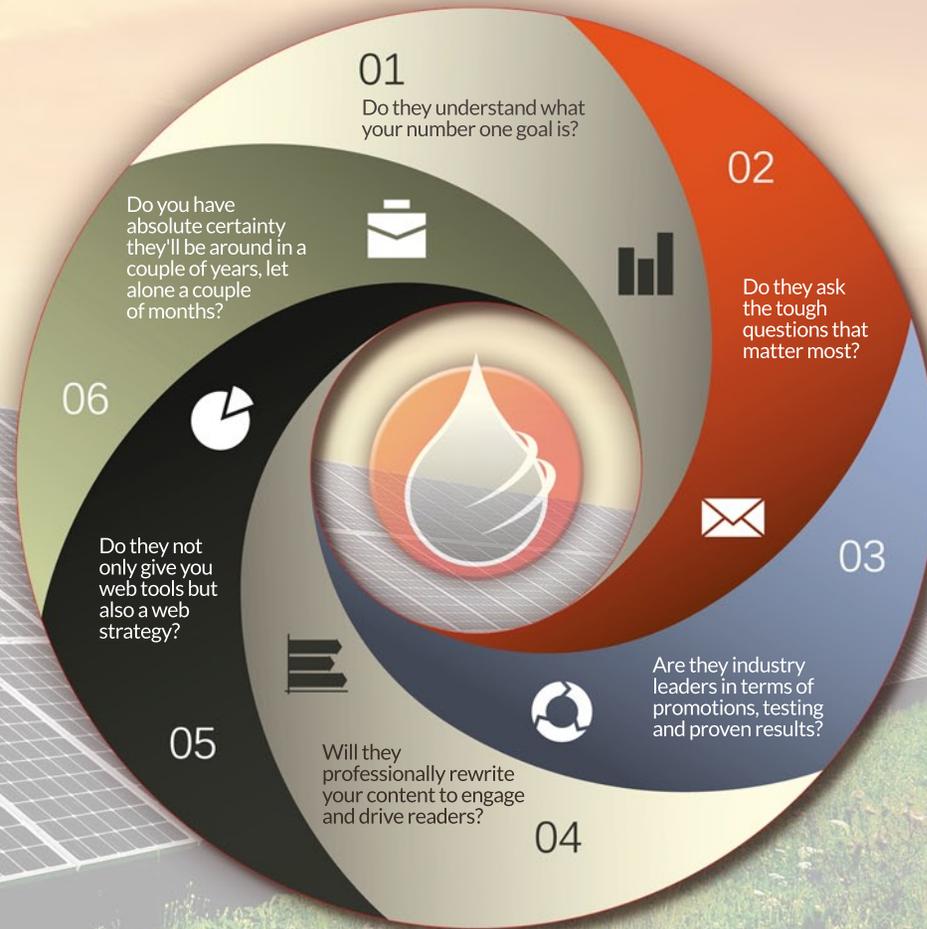
That's why we developed a better solution for web design and development.  
**OP DESIGNS.**

Now, for the first time, your company can work with the same high-end design and development team that made OilPrice.com the most popular energy news site in the world.



# WHAT SETS **OP DESIGNS** APART?

The way we answer the **6 MOST IMPORTANT QUESTIONS** your organization needs to ask about your web design and development team.....



# 01

QUESTION

## DO THEY UNDERSTAND WHAT YOUR NUMBER ONE GOAL IS?

**OP DESIGNS ANSWER |** With OP Designs in your corner, you know your website is in the hands of professionals that not only share your company's #1 goal, but that have also demonstrated the ability to create websites that actually produce results.

Your number one goal is results. New followers. New shareholders and investors. Period. Nothing else is more important. Not the slickest design. Not the latest coding. (Those things are important. But never *most* important.)

Unfortunately, web developers are notorious for getting too caught up in style, technology and awards. None of which is worth a dime of your budget if it doesn't translate into results.

We understand that. We share your objectives. Better yet, we know how to achieve them.

Was your site specifically engineered to deliver the results that matter most to you? Does your site consistently bring you new followers and investors?

If not, you don't have to continue settling for a site that merely gives you browsers. Now you can have a site that converts browsers into investors.

**Our #1 mission at OP Designs is to squarely focus on your #1 goal: Results.**

# 02

QUESTION

## DO THEY ASK THE TOUGH QUESTIONS THAT MATTER MOST?

**OP DESIGNS ANSWER** | The vital questions will always be about whether or not this investment will help your organization achieve your #1 goal, so you can rest assured we'll know them and ask them.

We're not talking about questions like "Do you test in different browsers?" or "Do you use the latest web standards?" or "Will our site be mobile compatible?"

Those things are important. But frankly, if your web developer thinks those are the most important questions to ask, you *know* you're in the wrong place.

With OP Designs, get ready to answer the tough questions that will make a real difference for your company:

- Is your website engaging your readers? Turning them into followers and investors?
- What happens when a visitor arrives at your website? Do visitors download your presentation? Request more information? Sign up to your newsletter?
- Was your website built to convert? Or is it just basic company information and a splashy picture or two?

# 03

QUESTION

## ARE THEY INDUSTRY LEADERS IN TERMS OF PROMOTIONS, TESTING AND PROVEN RESULTS?

**OP DESIGNS ANSWER |** With OP Designs, you get the advantage of our exclusive knowledge of what really works in energy industry promotions online.

It's one thing to build websites. It's a totally different thing to get investors to sit up, take notice, and take action.

**We should know. Our main site, Oilprice.com, is the most popular energy news site in the world.**

We don't say that to impress you, but to impress upon you that you shouldn't settle for anything less than the experts that have more results-getting experience in the energy sector than any other web development company.

We've invested over half-a-million dollars with the top website conversion and optimization specialists. Testing, tweaking and uncovering the secrets of what moves investors to do what YOU want them to do. That's insider knowledge you won't find elsewhere.

On top of that, unlike most web firms, we regularly work with resource companies from around the world. That means you benefit from our unusually broad perspective and firsthand insight into what works in your region and what's working elsewhere in the world.

# 04

QUESTION

WILL THEY PROFESSIONALLY REWRITE YOUR CONTENT TO ENGAGE & DRIVE READERS WHERE YOU WANT THEM TO GO WHILE SHOWING YOUR COMPANY IN THE BEST POSSIBLE LIGHT?

**OP DESIGNS ANSWER** | A well-designed site is not enough to compel your readers to act. With OP Designs, you get a well-designed site and your content rewritten by real professionals.

Lots of people can make you a website. Few can craft your content to give you the results essential to your company's success.

How do you know your content will be in good hands?

- We've worked with resource companies just like yours.
- We know what does – and doesn't – work when it comes to promoting your type of business.
- Most important, we work with the best copywriters in the business, day in and day out.

# 05

QUESTION

## DO THEY NOT ONLY GIVE YOU WEB TOOLS BUT ALSO A WEB STRATEGY?

**OP DESIGNS ANSWER |** Tools are only helpful when you have a results-getting blueprint to guide them. With OP Designs, you get both the means and the strategy to bring your company the new followers and investors you need.

Yes, your site should be mobile compatible. Should capture your visitors' information. Should be updateable.

**But those are only web tools. That's why OP Designs also builds out an effective web strategy for you.**

How do we do that? By strategically putting your organization's web tools to work to help deliver all the benefits already mentioned, from getting results to tapping into promotions insights and rewriting your content.

# 06

QUESTION

DO YOU HAVE ABSOLUTE CERTAINTY THEY'LL BE AROUND IN A COUPLE OF YEARS, LET ALONE A COUPLE OF MONTHS?

**OP DESIGNS ANSWER** | As long as companies in the energy industry need attractive, professional sites that convert visitors to followers and new investors, we'll be there to help them.

Not all web shops have what it takes to be there in the long run for you. For some, a dip in revenues is all it takes. For others, relying on offshore workers is the only way to have a viable business model.

With OP Designs, you know you're dealing with a rock solid company. And a rock solid reputation.

Not to mention web designers and developers exclusively based in the UK. That way, communicating is always easy, and you can be confident the latest coding techniques are being used.

When it comes to your company's website, it's no time to kid yourself about what you've learned time and time again: that you get what you pay for.



MAKE YOUR **COMPANY'S WEBSITE** YOUR MOST EFFICIENT, COST-EFFECTIVE INVESTOR GENERATOR.

**CONTACT OP DESIGNS TODAY.**

**Email:** [admin@oilprice.com](mailto:admin@oilprice.com)

**Tel:** +44 203 239 4080



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