

Website Developers in Richmond, Virginia that Provide Support And Ongoing Maintenance for Changes and Security



Frank Petrov
Founder

BCS Website Services

CEOCFO: *Mr. Petrov, would you tell us the concept at BCS Website Services?*

Mr. Petrov: The concept of the company is to provide superior service and support for our website development clients. We have found that many other companies' website development is treated as a one-off type of service. We prefer to continue the client relationship after we develop a website to provide ongoing maintenance support for changes to the website and support for security of the website.

CEOCFO: *Do you find that people are looking for that extended level or realizing that they need that extended level more than in the past?*

Mr. Petrov: I think so. As more business owners realize the importance of the website in relation to marketing their product or services and generating sales leads, they realize that updating the website is an important part of the success of their business.

CEOCFO: *Did you understand the need for an ongoing relationship from day one or did that concept develop over time?*

Mr. Petrov: It developed over time. Initially we were like any other website development firm in that a client would engage us, we would design and develop their website and then when we were finished with that, we would recommend a website hosting company where we could place the files for them.

CEOCFO: *What types of companies are using your services today?*

Mr. Petrov: We service a diverse range of industries. Most of our clients have been in business greater than five years and are already successful in what they do; especially when we have a client that is specialized in their industry, we find that is a good fit for our services.

CEOCFO: *Why do you find that a good fit?*

Mr. Petrov: I think the reason is that the clearer a client's focus is on what they do or the services they provide, the better that we can help them to market those services online.

CEOCFO: *How can you know what a client actually wants when they are not sure?*

Mr. Petrov: One of the first things we are going to ask is where they stand in terms of having or creating sales collateral material. We ask if they have a mission statement and values statement. If a client does not understand their own business, then it is going to be hard for a website development firm to understand their business and what needs to be portrayed online. Generally if we were to meet with a prospective client whose business wasn't clearly defined yet we would recommend they figure out their business and then come back to us.

CEOCFO: *Would you walk us through a typical engagement?*

Mr. Petrov: When we have initial meetings and a client decides to engage us to develop their website, the process starts with a questionnaire. That allows us to gather some basic information including the business objectives for the website, preferences in terms of design, some information about competitors as well as contact information for key people that we might typically work with during the development and launching of the website. Once we have that information we provide custom design work and get feedback on those designs from the client, revise the design until it matches their vision for their website, and then go into development, which for most clients is a four to five week process. Once development is complete we essentially have a finished website that is ready for the client to review and advise us of any changes they might want to see before the website is launched or goes live.

CEOCFO: *How do you help clients understand simple things such as having their contact information available easily and keeping it up to date?*

Mr. Petrov: Part of how we help the clients understand this is to demonstrate the successful websites that we have been involved with and talk about the things that make these websites successful. There are general elements such as the phone number, which in today's world is a great point because many website visitors are going to use a mobile device to access websites and would typically want to tap the screen to call the client's place of business rather than having to fill out a web form. By demonstrating the good design and user interface principles that we have developed for other clients, I think it helps a new client to understand and maybe get some more direction for where their website development needs to go.

CEOCFO: *Would you tell us about the ongoing relationship?*

Mr. Petrov: We have a Client Care Dispatcher that is a full-time staff member. That employee is responsible for fielding any change requests, or requests for support for client websites. When a client wants to add a photo to their website or edit the text on a page, they can simply call or email our Client Care Dispatcher and in most cases, the dispatcher can take care of that change right away. If it is a more complex change he might send that on to the development team to address. The ongoing relationship is something that we work to cultivate; we want clients to engage us for changes frequently because that is an important part of running a successful website.

CEOCFO: *How do potential clients find you in a web search?*

Mr. Petrov: Our focus is on web searches that are local to us and we are located in Richmond Virginia. With that said, most of our new clients come to us from client referrals and that far outnumbers the effectiveness of any other marketing that we engage in. In terms of how we stand out in web searches, we try to encourage clients to give us positive reviews especially at Google. Those positive reviews on our Google Plus page are likely to be displayed in search results.

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CEOCFO: *How is business these days?*

Mr. Petrov: Business is good and we are actively growing. We are refining the effectiveness of the services that we offer to our clients.

CEOCFO: *Would you give us an example of something you might have tweaked this last year or so to provide a better service today?*

Mr. Petrov: One of the things that we have worked on pretty hard is our website development checklist. When we conduct a website development project we know that there are certain things that need to be done all through the process. We found that our checklist has grown to almost 100 items. Many of these are small items that might otherwise get missed. For example, a small item is to check for broken links on all website pages. A small item could be to make sure there is a favicon in place, which is a small graphic that appears in the browser tab. Over the past year we have worked hard to refine the process to make sure we are not missing anything that is critical to the ongoing success of the website or is just commonly used with today's technology and should be in place in a website.

CEOCFO: *What do you look for in your people?*

Mr. Petrov: We are looking for people that understand and appreciate the value of doing things the BCS way. There are certain core values we operate with. We want people who are going to participate in their communities. We want people that are going to be respectful. We want people who are going to be driven, and help the clients understand they can always call on us for help. We will not speak down to a client, or lose them with technology terms. We want team members that understand making clients successful in their business is the philosophy that makes BCS a successful business.

CEOCFO: *Are you surprised that many companies do not understand that concept?*

Mr. Petrov: In some regards yes. I am the founder of the company and my background was in a home services industry. I was taught at a young age the importance of providing superior services and making sure that customers were taken care of. In some regards it surprises me that there is not a high level of service because that is how I was raised in business and that is what I am used to. On the other hand, I think in general we have seen in many industries that service levels have decreased in an attempt to keep costs down.

CEOCFO: *Why choose BCS?*

Mr. Petrov: I think the reason a reader would want to choose BCS for their website development work is the fact that we are so committed to their success. We are not a good match for everybody, but for a client that understands they could be gathering more sales leads and sales prospects from their website and who has a reasonable budget to invest, we can show them an increase in sales for their company.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine



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**For more information visit:
www.bcswebsiteservices.com**

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