

## Now there's a 911 for Web sites

New online service offers affordable fixes for small, startup companies

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WATERBURY &mdash; For small and startup companies that rely heavily on their Web sites, hiring information technology staff usually isn't an option. So when something goes wrong with a Web site, it can be difficult &mdash; and expensive &mdash; to get it fixed.

That's why Michael Jones of Torrington and John Monteleone of Southbury founded 911websiterepair.com, a service offering "expedited emergency Web site restoration." For a flat fee, the service, based at The Executive Center on West Main Street in Waterbury, provides technical assistance to help clients get their Web sites functioning again.

"There is nothing worse for a Web site owner than to have his site down due to programmatic issues or, worse yet, a hacking," said Jones, a Web site and business consultant. "Downtime not only results in monetary losses, but it can affect short-term search-engine rankings and site traffic."

Finding a programmer willing to drop everything to fix a site, and do so affordably, is a problem, Monteleone said. "There are a couple of principles out there on the Internet &mdash; people believe that everything is free, and that everyone is an expert," he said. "The facts are that everything is not for free, and very few people are experts."

FROM JAZZ TO WEB

Jones certainly qualifies, though he didn't start out that way. A Hartland native, he is a graduate of The Gilbert School in Winsted and of then Western Connecticut State College. An accomplished trumpet player, he toured with jazz groups and performed on three CDs with the New England Jazz Ensemble.

But while in Europe performing in the band with the international tour of the musical, "A Chorus Line," Jones fell ill and eventually "couldn't play trumpet anymore."

He instead pursued a fascination with computers, graduating from Porter & Chester Institute in 1997. His first job was with Wallingford-based cduniverse.com, where he worked on "search engine optimization" for the company.

Search engine optimization means improving a Web site's ranking when computer users conduct searches on the Internet; the higher a site is listed in the search results, the more likely a consumer is to visit that site.

"I learned how Internet businesses work," Jones said. "After that I became a consultant and went on my own in 2001."

It was at cduniverse.com that Jones met Monteleone, who was the company's chief marketing officer. He said he and Jones hit it off right away, and have been partners for several business ventures.

"Mike is probably one of the few guys that actually understands how search engine optimization works," Monteleone said. "He understands how to put together a marketing plan for a Web site that works."

Nanci Callahan Nivolo of Harwinton, who operates NCN Professional Skin Care, said Jones helped her optimize her company's Web presence.

"He's a master," she said. "I had been doing my Web site on my own ..., and although I was doing OK, I wanted to take it a further step. Now I'm on page one of every single major search engine for all of my keywords and phrases. He did that for me."

"Usually clients get all bogged down in 'bigger, brighter, bolder, better' methodology, which at the end of the day doesn't work," Monteleone said. "That led to the genesis of 911web-siterepair.com."

## BUYING BLOCKS OF TIME

Jones said he is paid well for his Web site consulting, but began finding that clients couldn't afford to pay him to repair their Web sites, and he didn't have the time to do it. In addition, he said, most Web site repair services put projects out to bid, which takes time, and they often won't deal with what to them are minor issues.

"American programmers don't want to do one little task that will take five minutes because it's just not worth it to them," he said. "And no do-it-yourselfer is going to pay somebody \$40 to \$100 an hour to fix their problem."

911websiterepair.com instead has contracted with a company in India called SecureNext. com, which provides programmers &mdash; all of whom speak English &mdash; who can diagnose a problem and how to fix it. The two companies evenly split the fees paid by clients.

&ldquo;For \$119, clients get a programmer for six hours,&rdquo; he said, adding that longer blocks of time can be purchased for larger fees, at roughly \$20 an hour. &ldquo;Clients log into our site, purchase their level plan &mdash; which could be six, 18 or 24 hours &mdash; and then communicate directly with the programmer.&rdquo; That&rsquo;s how it worked for Jon Truelson, owner of Tru Media in Hamden, a Web design and development consulting business.

About a month ago he had a large project with a programming challenge &ldquo;that would have added nine or 12 or so hours to the process. Being aware that Michael had created this project, I decided to kick the tires and see what results came about.&rdquo;

Truelson described the process of working with 911websiterepair.com as &ldquo;very streamlined,&rdquo; but highly dependent upon &ldquo;me, the client, communicating my needs as clearly and concisely as possible.&rdquo;

All communication was done via the Web site, which also maintains a history of the information exchanges. After explaining what he wanted, Truelson said, he got excellent results.

&ldquo;The task was done very quickly, and I got exactly what I was looking for,&rdquo; he said.

Asked whether he had security concerns while dealing with programmers half a world away, Truelson said he simply changed the access passwords to his Web site when the work was completed. &ldquo;It is incumbent on the client to know what they are doing and have their own clear sense of security issues and how to deal with them,&rdquo; he said.

&ldquo;That&rsquo;s why the 911 site is so great,&rdquo; Monteleone said. &ldquo;This kind of work, a lot of people in this country don&rsquo;t want to do it. And what they want to charge for it, the clients don&rsquo;t want to pay. So there&rsquo;s the conundrum. But 911websiterepair.com has basically solved it. It gives people a wide array of services at very affordable prices.&rdquo;

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