

Web marketing firm right on target

BY AMANDA STREET
STAFF

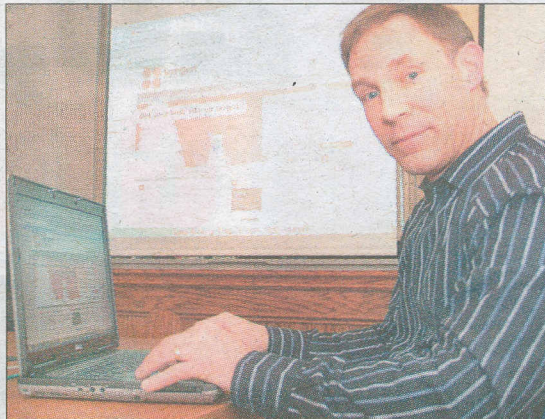
Target Internet Development Corp. has grown from a website design company to one that also creates print products and marketing tools for its clients.

From not-for-profit organizations to large corporations, the St. Catharines-based company has created thousands of websites since opening its doors in 1998.

President and founder Michael Bachert jumped on the Internet bandwagon before e-commerce really took off. He was one of the first people to begin selling online. When he applied for a merchant account at a bank, they didn't know what he was talking about. But that didn't stop him from diving into the world of online business.

"I think I was most interested in it because it offered the broadest reach," said Bachert, who was nominated for a Niagara Entrepreneur of the Year Award. "I took interest in it."

After diving into online selling Bachert started to learn about design and site building. In 1998, he opened his own business and in 2000 got out



Michael Bachert, president and founder of Target Internet Development Corp., reviews his company's website. Bachert is nominated for a Niagara Entrepreneur of the Year Award.

of web design.

He wanted the best of the best building websites for his clients.

"I got people better than me to do the actual building," said Bachert, who now handles client and project management at the Carlton Street business.

Bachert's company won't just build websites for anyone. Clients need to know what they are looking for and have an end goal in mind.

Bachert said without a goal, there is no reason to build a website.

Websites can range in cost from a basic site for \$3,000 to an elaborate design with multiple functions

worth \$50,000. But whether it's a low-budget addition to your business or a costly website, Bachert said all websites need to keep one thing in common.

"They need to be simple to use," he said. "Research tells us that people visit a site for two to three minutes. And those few minutes need to make a good impression."

Target Internet Development is located at 267 Carlton St. in St. Catharines. For more information, call 905-935-0682.

The Niagara Entrepreneur of the Year awards will be handed out March 6.