

CHAPEL HILL, N.C., Sept. 27, 2013 /PRNewswire/ -- Pharmaceutical brand leaders understand the importance of [optimizing a product's web presence](#) to reflect the needs of a global marketplace. Thus, brand websites - in addition to having appropriate resources and content – need to meet the needs of key stakeholders while recognizing regional differences in regulations and culture.

A recent Best Practices, LLC study offers critical insights into the launch of global brand websites. The importance of maintaining your product website is apparent, with more than half of benchmarked companies averaging more than \$100,000 in annual spending on website development and maintenance, according to the study. If an organization isn't frequently refreshing and referencing its webpage, it is dramatically impacting the potential success of a critical customer-facing medium.

The new report, "[Optimizing Global Brand Website Launches](#)," illustrates how to best leverage the global online presence of a product at launch. The research also investigates emerging trends and includes valuable insights and metrics around resources, web content creation and review, objectives and performance measurement.

Key study topic areas include:

- Resources and Activity Timing
- Website Content Creation, Approval and Review
- Website Structure and Factors Shaping Development
- Website Objectives, Functions and Performance Metrics
- Website Optimization Best Practices and Lessons Learned

This benchmarking research study reflects the global product website optimization strategies used by 11 major pharmaceutical companies.

To learn more about this report, download a complimentary excerpt at <http://www3.best-in-class.com/rr1235.htm>.

For more information on other recent primary research studies, contact us at 919.403.0251 or visit our website at <http://www.best-in-class.com/>.

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