

```
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');
ga('create',
'UA-27361343-1', 'auto');
ga('send', 'pageview');
```

### Web Presence

You know that you need a strong web presence to stay in your business. The kind of website that you are looking for should be user-friendly, have great content, loaded with features and easy on the eyes. Our comprehensive web presence package can be customized to include: web site development, web hosting, domain name registration, personalized email management, logo and graphics design.

Our web sites are well-designed, executed, and search-engine optimized. We subscribe to the Software Development Lifecycle methodology when it comes to building web sites. The steps involved in this process include: Gathering Requirements, Requirements Analysis, Design and Implementation, Testing and Deployment, and Maintenance.

We will first conduct onsite/offsite interviews to gather all project requirements and objectives. We will then analyze our findings to cover all aspects of the proposed web site with great consideration given to our audience. After that, we will make our proposal and recommendations available you. We will continue to develop a prototype of your website, at which point you will be able to make recommendations for improvement. While we encourage you to provide all required web site content, we are also able to develop site content for you. Next step will involve testing for usability issues, cross-browser performance and web page validation checks. After implementing search-engine optimization techniques and keyword searches, we will go live with your website. Your site will need an ongoing support to issue updates, enable enhancements and act upon your feedback – rest assured that we will be there for you long after your website is deployed.

We strongly recommend developing social media marketing strategy to help you reach new customers and markets. Using web services, such as LinkedIn, Twitter, and Facebook you will gain a new sales and referral channel without incurring any sales costs. In fact, your web presence, coupled with social media marketing will also prove to be a very effective customer service tools allowing your existing and potential clients instantaneously obtain any relevant information about your company and your services.

Our staff includes a professional photographer, who is available for photo shoots of your company executives, facilities, and products. We also provide special event photography.

Website Development Lifecycle

