

**SERVICE BRIEF**

# Website Design

Increase visibility, gain credibility, and improve marketing capabilities with the creation of a professional website.

## Professional Web Design

*Improving your company's presence on the internet presents substantial value as a marketing tool.*



As a business owner or company executive, you're familiar with the substantial expense traditional marketing and advertising inflicts on your

budget. One remedy for this black hole in your revenue-stream is to have a professional website constructed. This can present a solution to the visibility problem that most small and medium-sized business owners encounter. A professionally-designed website will create an interface for customers to find out the information they seek about the products or services you provide, it can be a dynamic marketing tool that can take your company to the next level.

## Custom Web Design & Consulting

*Instituting the professional web consultants at 40 East Tech can give your organization a direct path to dynamic lead-generation and other marketing opportunities.*

At 40 East Tech, we are proud to offer a comprehensive web consulting service. We can work with you to map out the type of site that

can present the highest-degree of value to your organization. Our website engineers will create custom graphics and designs that can give your site the look and feel that works best for your company. 40 East Tech's website design and maintenance services present companies with an outlet to gain the visibility that's typically required for a business to enhance profitability.

## Content Management

*We offer a Content Management System (CMS) which allows for seamless and simple management of the content on your website.*

Our experienced staff can build you a website that not only captures the essence of your organization, but can present solutions to marketing and advertising problems that face your organization on the Internet.

Your CMS, such as Joomla or Wordpress, provides a simple and secure interface for those who aren't necessarily familiar with the coding required to manage a dynamic website. We provide training that presents an avenue for you and your staff to learn the best lead-capturing practices and inbound marketing techniques.

At 40 East Tech we also offer website services such as hosting, Search Engine Optimization (SEO), and social media services that present valuable solutions that can help you drive traffic to your website.

## Website Design Services

- Professionally created and managed by experienced website experts.
- Inbound marketing resources to create more opportunities for your company. Including Social Network utilization.
- Content Management System (CMS) offers simplicity to users with limited experience with website creation and management.
- Website consulting provides your organization with a clear concise view of the look and feel of your website.

## Benefits

- More affordable than print advertising.
- Allows for profitable market expansion.
- 24/7/365 access as the Internet never closes.
- Substantially improved visibility for your enterprise.
- Gives increased exposure to promotions and other marketing campaigns.

*Pursuing Excellence In Every Small Task We Perform*