



Web Services & Online Marketing



2008 Media Kit

Website Development

Search Engine Optimization

Online Marketing

Website Maintenance



NORTH EAST



Build a Website

Who Are you?

- Lead generator
- Publisher
- eCommerce
- B2B

- Website design that **stands above the crowd**
- Content to **support key topics and business goals**
- Special features and functionality to **draw and keep your audience**
- Corporate and brand **identity development**
- Consistent Site structure and navigation for an **excellent Website Visitor experience**



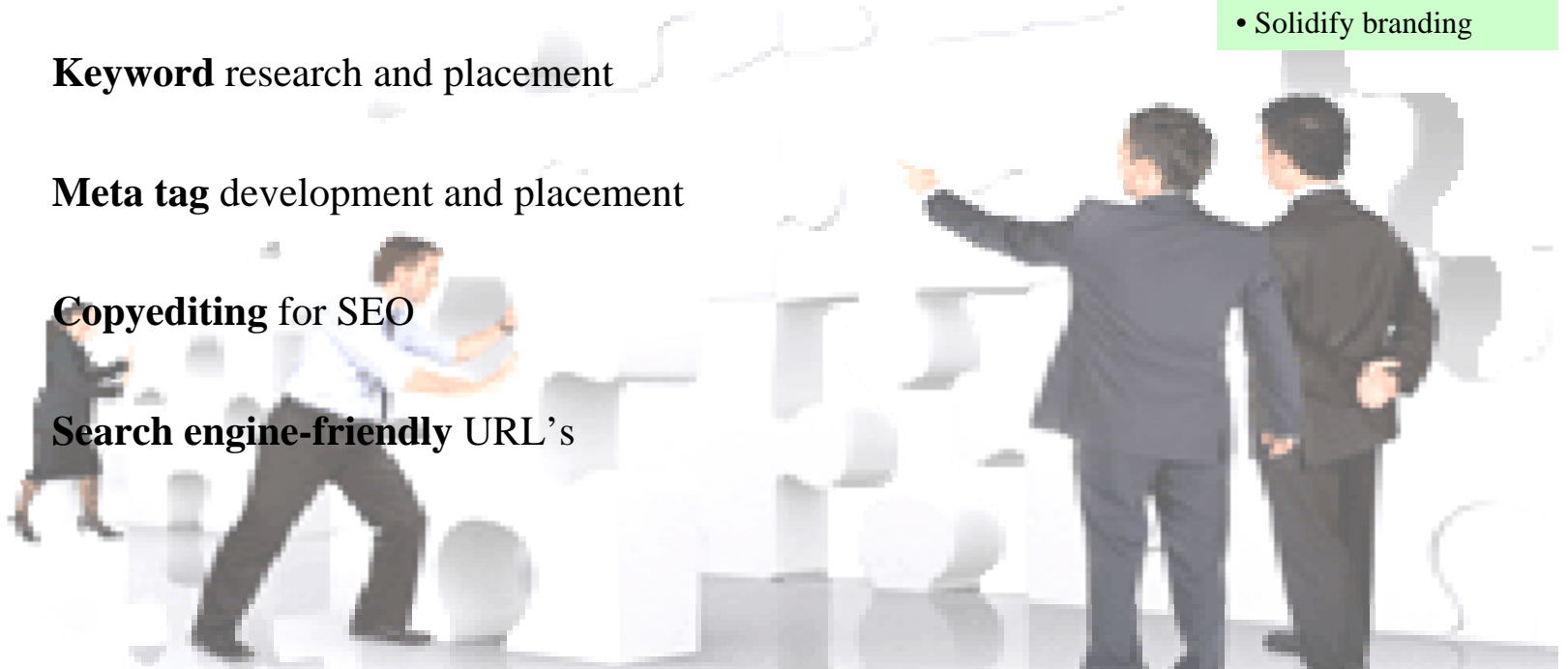
“The most valuable commodity you have to offer is information “

Search Engine Optimization

Create an Identity

- Identify key topics
- Support keywords
- Solidify branding

- **Keyword** research and placement
- **Meta tag** development and placement
- **Copyediting** for SEO
- **Search engine-friendly** URL's



“SEO is not about sales, it’s about creating opportunities by controlling key topics”

Online Marketing

A-B-C's of Marketing

- Always
- Be
- Converting

- **Search Engine** marketing
 - **Search Directory** placement
 - **Social networking**
 - **Viral marketing**
 - **To-Print-from-Web** marketing
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“If the Web was a country, it would be the 3rd largest nation in the world”

Website Maintenance

Content is King

- Entertaining
- Relevant
- Timely
- Exclusive

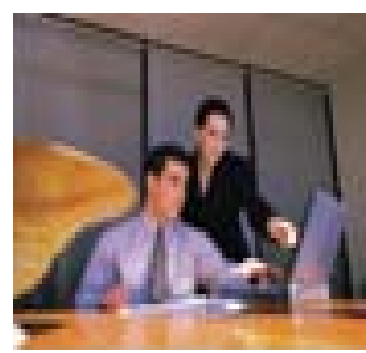
- **Web-based content management system**
- **Admin access restriction** to User based on Roles & Permissions
- **Download-free** programming
- **Control navigation** links
- **Syndicate content** and manage RSS feeds
- **Manage protected content** and files

“Control your domain. Don’t let it control you.”



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