

## WebSite Development

What type of website would you like to develop? Is it a portal? Is it an e-commerce store? Is it a "brochure" or static site used to promote your business and generate sales leads? Is it a project collaboration area? A blog?

- Businesses rely increasingly on websites to provide information 24 hours a day to current and potential customers. In order to generate and capitalize on the maximum amounts of online sales and sales lead opportunities, it is vital that you make sure your website is professional looking, easy to navigate, and up-to-date.

- The absence of a website may affect your customers' perception of your business but websites that have outdated content, amateurish designs, and make it difficult to find information are dramatically reducing their ability to generate highly-qualified prospects.

- A website gives your business new ways of marketing and selling your products or services and building relationships with customers.

- With people increasingly turning to the Internet as the easiest way of finding information fast, it's becoming more and more important for even the smallest business to establish an online presence.

- The web probably won't replace your traditional marketing activities - but will instead complement and support them.

Glenn Abbey Software, Inc. will work through this process with you in order to determine what type of website to establish.

Using our open source software experience, we'll help you decide on the base software system by focusing on what your needs are. This may be a portal, an e-commerce store, a blog, a news site, a project collaboration site or a combination of all.

As a next step, we'll work to determine what additional modules and plug-ins are need to fulfill those needs and extras, complimenting your site by providing little extras that make the user experience enjoyable and interesting.

Next, we'll help you setup the look and feel of your site by defining the theme of your site. We can also help you produce content to fill your site so that your user community will keep coming back for more.

Lastly, we can help you plan for the future by considering how best to maintain the site so that you'll keep up with the growth that your site will have as a result of your word of mouth and marketing efforts. Planning for both disaster recovery and growth keeps your site alive.

Contact us for more information about creating an exciting, dynamic website.

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