

Websites:

Development & Maintenance

Planning, design, development, & testing

www.303media.com

- CRMail ○
- Surveys ○
- ECommerce ○
- Customer Profiling ○
- Event Registration ○
- Newsletters & Promotions ○
- Website Development & Maintenance ○

Website Development & Maintenance

303 Media can take care of the everyday or routine tasks that quality websites require. Having 303 Media manage your email campaigns and keep your website updated makes a lot of sense. Both evolutions require similar efforts. It is more efficient for us to update or add new content to your site while we are carefully crafting your email newsletter or promotion. This way both can be in sync.

This is especially important when you have landing pages on your website that your newsletter subscribers click to for follow through. Promotions should also have a pertinent landing page or transition path from your email to your website to your company.

303 Media has very capable web design and development staff. We can improve your existing site by giving it a facelift, add sections, improve usability and navigation, upgrade to newer technologies, or simply add content.

Here are just some of the things we can do for your company's website:

Professional Services Websites:

- ➔ Give your site a facelift, making it prettier or more modern looking
- ➔ Improve usability or navigational elements
- ➔ Add search capabilities
- ➔ Add a guest book (form-mail or database driven)
- ➔ Add a discussion area
- ➔ Add an employee directory with photos
- ➔ Add a self administered press release area
- ➔ Add remote editing of your web pages via your browser
- ➔ Add newsletters
- ➔ Index your newsletters and archive
- ➔ Create/maintain your sitemap
- ➔ Create optimized PDFs (provides better printing)
- ➔ Create/add surveys or quick polls
- ➔ Convert and add your annual report to your site.
- ➔ Add a contact us form
- ➔ Create a secure employee or client login area
- ➔ Add/update SSL certificates
- ➔ Make sure your domain name does not expire or fall into the wrong hands

- ➔ We something does go wrong we can quickly diagnose the problem and fix it
- ➔ Add or improve website/visitor tracking reports
- ➔ Analyze site traffic
- ➔ Add “email this web page to a friend” functionality
- ➔ Add web based faxing to email inbox
- ➔ Add a content management solution to organize ever increasing numbers of documents

Ecommerce Websites:

- ➔ Add categories or products
- ➔ Create and optimize web graphics
- ➔ Add web admin areas
- ➔ Add or improve customer support functions
- ➔ Add a satisfaction survey process
- ➔ Add a help desk or knowledge base
- ➔ Improve Professionalism:
- ➔ Ensure graphics/images are clear and optimized to the right format and have alt tags
- ➔ Ensure content sections/pages are optimized for printing: considering images, background colors, page widths and different operating systems and web browsers
- ➔ Make sure your site has eye-flow traction
- ➔ We can help make sure your message is clear and your call to action is decisive
- ➔ We help ensure best practices
- ➔ Add Macromedia Flash (provides more interesting graphics, video, or sound)
- ➔ Provide map and directions to your site

Search Engine Optimization: (SEO)

- ➔ We can help improve your search engine ranking
- ➔ Free listings or pay-per-click
- ➔ We can often greatly improve your pay-per-click listings saving you hundreds or thousand of dollars

- ➔ We can change, rebuild, or add special web pages optimized for search engine spiders.
- ➔ We monitor your search engine rankings using professional tools.

There are further improvements that can be made. If your site is slow to load for your visitors/customers, we can take steps to dramatically improve its speed to load or render pages.

When you have a problem on your site or one of your visitors or customers gets an error or sees something you don't, we can take over, figure out why, and remedy the situation.

Yes, some sites can be managed by a secretary with FrontPage. But this can degrade your website over time. FrontPage automatically adds hidden HTML and features that do not work in non-Microsoft browsers. In time, your site may look less and less professional and even break in older browsers. Your internal staff probably does not have the time, equipment, or software to effectively manage your website. We test our work to make sure new pages or updated pages work and look good in major web browsers.

We have highly qualified programmers to handle advanced sites with database back ends or a business logic middle tier. It does not matter what coding language your web site contains. We can modify most any code including: HTML, DHTML, Flash, JavaScript, asp, aspx, PHP, jsp, CF VB6, VB.Net, C#.Net, ASP.Net, or others. Our specialty is HTML, DHTML, JavaScript, and Microsoft technologies such as asp, aspx, VB6, VB.Net, C#.Net, and ASP.Net.

We can also handle most ISP or server related issues. Cost is presented based on services needed, size of your existing websites (pages), complexity of your website, and projected maintenance requirements. Please provide us with a list of your immediate and future requirements.

Whatever your site needs now or to evolve, 303 Media's experts can quicken progress, ease updates, or be there when you need them.

Contact Information:

303 Media
Web: <http://www.303media.com>
Email: info@303media.com
Phone: (804) 521-4255

501 East Franklin St. Suite 729
Richmond, VA 23219

Other Services

Email Marketing:

303 Media offers full service email campaigning software and services. We can take care all of your email marketing needs.

For more information, please visit:
<http://www.303media.com>

CRMail:

303 Media offers advanced email integration with your existing website/s. CRMail enables automated personalized email to your subscribers/customers. This is very unique to 303 Media. We set up integration points on your website to let Mail Manger know when your subscriber is doing something you want to tie to a particular email message – then or at some point in time later, they will receive a specialized targeted message.

Please read our CRMail brochure for more information.
<http://www.303media.com/crmal/303mediaCRMail.pdf>

Surveys/Polls:

We can create customer satisfaction, opinion polls, concept tests, or product evaluation surveys. Our surveys go out directly in an email or hosted on web pages. The survey can be fully customized. Surveys/Polls can also be integrated into your site. When someone takes submits a questionnaire or poll on your site the data automatically goes into Mail Manager. Results can be used to segment individuals into targeted groups.

Landing Pages:

Landing pages can be very useful. They can be used to place larger amounts of information regarding the email. If your newsletter has articles, a short version of each article can be in the email with a “click here to read more” link. This link is useful to help you understand what your readers are more interested in. Also landing pages help make email marketing campaigns more effective by giving people a smoother or clearer pathway to your desired action, such as buying your product. Often, people link the email directly to their website home page, this can leave your reader confused and not knowing what to do next. Cost: \$250 - \$500 per new and unique landing page. We create and publish every detail. This is hosted on our server or yours and usually links to your company website.

PDF Documents:

All emails, surveys, or landing pages can be made into Adobe pdf formatted documents for higher quality printing. These can be archived and help build professional content for your website and is also better for search engine placement. The cost is \$50 per document or template.

Database Maintenance:

303 Media can create and maintain your database. We have extremely capable database engineers. We can create new databases and optimize or maintain existing ones. We can also setup backup schedules and store your data offsite, keeping it safe.

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