



Are You Hiring the Right Web Team? 5 Questions You Should Ask Your Web Team.

The selection of the proper technology provider to build, market, and host your Website is a critical element in the success of the project. Consider what you should expect from prospective candidates - professionalism, experience, stability, knowledge of your business, and reputation. In many cases, your Website implements your business model; in other cases, your Website is the product itself. In either case, your online presence is an extension of your brand, and your business image. Its success is tied directly to the quality of the development, marketing, and hosting services provided by your web partner.

We're not suggesting that zeroing in on the perfect web technology partner is as simple as asking five short questions. We are, however, suggesting that these five questions and their answers could, and should provide some valuable insight into the web provider you eventually choose.

How experienced are you?

Our experience spans over 150 combined years across a myriad of fields including web development, web usability, information architecture and technology, database development, graphic and multimedia design, Internet marketing, content development, and project management. We constantly stay abreast of the latest technologies. Our team includes professionals with advanced degrees, contributors to leading technology journals, and winners of industry awards. Our clients are able to leverage this depth of experience--we complete projects with precision and quality in a shorter amount of time than less experienced companies; and we are able to provide the ongoing service, support, hosting, and marketing expertise this digital business world demands.

What assurance do I have that your company will be around in the future to provide ongoing service and support?

We are actively involved in, and committed to growing our business. We have achieved profitability and consistent growth by providing industry-leading online business solutions and value to our clients. Our financial stability ensures we will be here in the future, long after other Internet technology providers have changed ownership, abandoned philosophies or ceased operation.

How well do you know our industry? How well do you know our business? How well do you know our company?

Our extensive knowledge across a broad range of industries gives us a leg-up on our competition. We take the necessary time to learn about your industry, your business environment, and both your existing and prospective customers, and, most importantly, your company. This allows us to provide an accurate assessment of what we can do for your business--even if we don't eventually get the job.

How can you help our business succeed online today, and in the future?

Our integrated web development, marketing, and hosting solutions are customized to address your unique business challenges both today and in the future. We build Websites that are scalable—allowing for future expansion when the technology, or your budget allows. We devise truly agile online marketing campaigns capable of adjusting along with an ever-changing business environment. Our dedicated and managed hosting services are designed to grow with you, and



accommodate growing volumes of traffic, database connections, web commerce, e-mail accounts, and multi-media applications.

Do you provide an accurate and comprehensive scope and cost assessment?

We understand there is no one solution to every project, however our extensive experience in handling projects of virtually every size, and scope, and spanning countless industries allows us to provide you with an accurate cost assessment by anticipating the unforeseen things that would otherwise bring a web project to its knees. We provide an in-depth project document encompassing the breadth of the project—whether a small static Website, or a database-driven e-Commerce site. Powered by a document control system that keeps you up-to-date on modifications and adjustments as the project proceeds, this “living, breathing” document tracks, in easy-to-read detail, both the functional and technical specifications, project deliverables, and, the project schedule and costs. The result? You always know what to expect, when to expect, and at what cost to expect it.