



## Key Features of Choosing a Website Firm: (Comparing Oranges to Apples)

- Not just web design - coders. We create a website as a user experience with dynamic interaction and high impact design.
- Coding CSS-driven HTML, non software dependant. Web 3.0 look.
- Natural SEO (built in)
- Alt tags-intelligent names for photos
- Code standards (clean) easy for search engines to index
- Metatag descriptions, exhaustive hidden content pages (embedded)
- Find photos useful in site construction and synergize them with useful text/content.
- List your site locally-SEO-on Google, Yahoo & MSN. Google Analytics for tracking incoming visitors to site.
- High expertise from a team of web designer, code developers & marketing experts.
- Quicker turnaround- the core time needed for site development is usually 2-4 weeks.



- Coding basic HTML not CSS
- No Frames used to slow down
- Frames – used to build site
- Will ask for everything they need up front instead of helping in the creative process.
- Little to no expertise in marketing
- No SEO-ideas or know how.
- Will get it to you when they can – meaning they won't guarantee a time frame for getting the site launched.