



WEB SOLUTIONS

Whether you're looking for a leading edge corporate website or constructing a complex architecture of web-based extranet applications, the same fundamentals apply: you need a site that is current, flexible, informative, and designed with the needs of its users in mind.

Visitors come to you for the information they need to make decisions about your products and services. And in today's over-communicated world, the last thing they need is to be faced with a confusing site that doesn't present relevant information in a way that's both visually appealing and easy to read.

The usability, content, and design of your web initiative are all more important now than they've ever been. As more people get online, your potential audience is

growing larger – every day. And these users are becoming more and more demanding. No longer will just “any website” do. To win customers' attention and create competitive advantage, you need a website that is compelling, functional, and highly targeted.

So how can you be sure that you're investing in a web initiative that will stretch your marketing dollars to their limit?

Comspec can help you be sure. We have a wide range of services that address the needs of website and web application project teams. We will help you eliminate all the problems of a poor online presence and reap all the benefits of a great one. Because there's no question: a well-designed corporate web presence *does* give you a competitive edge.



Branding & Marketing

The world of marketing on the Internet has created an all-or-nothing proposition. It's a whole new way to lose customers or to win them. The choice is yours.

A web presence is not only one of the most effective modes of advertising a product or service today. It's also the single most cost-effective way to do so. And in some cases, it *is* the product.

A website makes a company easier to do business with – and increases customer satisfaction by enabling users to rapidly find the information they need about corporate products and services.

The online experience you treat your customers to can be easily paralleled to the bricks and mortar world. Companies today find that their web presence is an extension of themselves, one that pushes valuable content towards the edge of the organization where it can contribute directly to improved corporate communications and enhanced productivity.


By analyzing how things like business function, content, design, color, navigation, and technology can be combined to optimize the value of your site from the customer's vantage point, we can help you create a positive and reinforcing experience that reflects well on your corporate brand, identity, and value proposition.

Design & Development

We will help you deliver maximum customer value and enhance positive corporate awareness by attacking the fundamental web development hurdle – usability.

With over 14 years of online experience, we're among the web's pioneers. We leverage that experience to create sites that work for our customers and for their visitors.

Our creative experts and web strategists can help you design or modify your website so that people actually enjoy using it. We'll create a design and framework that conveys the perfect balance of communication, branding, experience, and usability.





Audit & Redesign

Some areas of our expertise include:

- Navigational framework design
- Web application user interface design
- User testing and evaluation
- User requirements gathering and analysis
- Personalized online identity
- Web stylistic standards
- Comprehensive eContent strategy

Unlike any other communications or marketing medium, your web presence is the one place where the entire identity of your company – its products, services, image, reputation, and quality – is conveyed in a matter of seconds and a few mouse clicks.

Either the entire experience comes together or it doesn't. We can help you make sure that it does.

Take a moment and picture your current website. Is there room for improvement? Is your online home anemic, archaic, confusing, or obscure in any way?

If there's even a remote possibility that your website is less than what it should be, then now is the time to consider a redesign. Visitors to your site form an immediate opinion about your company. It's a well-known fact that on the Net, instant gratification is the norm – and the expectation. If your site isn't equipped to deliver, disappointed visitors will go elsewhere.

Our auditing and redesign team will take your current web presence and transform it into a sophisticated corporate image – one that maximizes the value it delivers to your target market.

Highlights

Select from a wide range of services designed to address the needs of website and web application project teams.

Leverage our experience and find out how things like business function, content, design, color, navigation, and technology can combine to optimize the value of your site.

Let our creative experts and web strategists help you design your site from scratch or modify your existing web presence so that visitors actually enjoy using it.

Start reaping the benefits of our manageable, visible, and efficient approach to web design that will tie a truly positive online association to your brand.

We look at your buyer profiles, interpret their requirements, analyze the usability, content, organization, navigation, and personality of your site, and then develop a series of recommendations for improving your web presence in order to optimize customer experience in every way.

Whether you're building your website from the ground up or simply require some renovations, Comspec will help you ensure that you're getting the most value from your web initiative possible.

Our Design Philosophy

Manageability. One of our primary goals is to engineer highly manageable web projects for our customers. Our intuitive web authoring application, MediaClay, empowers our clients to perform future modifications and ongoing site maintenance rapidly and easily.

Visibility. In order to capture the largest possible portion of your target audience, your site must be compatible with an array of browser and computer configurations. By creating an extremely visible site, we help you maximize your reach.

Efficiency. No user appreciates extended download times. That's why we design each web page and every function with speed and efficiency in mind. A site that is optimized in this way gives users a more enjoyable experience, and thus ties a positive online association to your brand.

For more information about Comspec and the services that we provide, visit comspec.com or call us toll-free at 866-785-3553.



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