

# Web Site Design

## Looking to put your business on the Web?

- Enhance your image by being part of the World Wide Web.
- Project your professional image – where everyone has access.
- Allow customers to learn about your company 24/7 at their convenience.
- Reply to customers 24/7 at your convenience.

## What your Web Site can do

- Quickly give visitors an overview of your company.
- Display a portfolio of your work.
- Present your product catalog. E-Commerce can be included to allow on-line orders.
- Display your contact information and provide e-mail for visitors to request information or handle customer-service issues.

## How we can help

Our philosophy, regarding web sites, is that:

- Visitors go to the web primarily to find information quickly – in order to make informed decisions.
- A web site should provide efficiencies to the site's owner – freeing personnel from providing repetitive information.

We design sites to meet those needs, creating clean database-enabled sites with powerful dynamic content. We can also create graphical appeal using the latest animation software. We maintain our own web server locally and can provide you with service and support you can count on.

Our team of experienced professionals understand the needs of businesses. We work with you to create an effective site within a reasonable budget.

## What kind of site do you need?

- **Starter Site** – a one or two page site that can act as an online advertisement for your business. This would include a list of your products or services, locations, and contact information, including a feedback form for visitors to contact you via email.
- **Web Presence** – a multi-page site that provides more detailed information about your products and services for your prospective customers.
- **Database Enabled** – this site is similar to a Web Presence site, but with the flexibility of a database powering it. This gives you the ability to update your site in real-time without any programming. You can even control access to your site; for example, your personnel



department can update the employment opportunities without having access to other areas of the site.

- **Professional Storefront** – a fully-functional, secure e-commerce site that features shopping cart, inventory control, customer and order tracking, and credit card processing. Our expertise in database design will ensure that your site is fast, easy to use, and able to expand to meet your future needs.

## Other Internet Services

### Web Site Hosting

Our hosting facility features:

- Temperature controlled server room
- Access to multiple T-3s (45 Mbps)
- Off-site data back ups
- Battery back up
- Generator back up

We can provide you with:

- Pop3 Mail accounts, unlimited e-mail forwarding and aliases
- Database support for MS Access and ODBC
- FTP site for client downloads
- Real-time credit card processing
- Shopping cart & Secure Server

### Pop3 E-Mail and Forwarding

We can provide a Name@YourCompany.com or President@YourCompany.com for all of your employees, instead of being known as nickname@aol.com.

### Search Engine Submission

We can submit your site to over 400 search engines, directories, news and link listings. Including: **Alta Vista, AOL, Excite, Google, MSN, Yahoo!** and many more.



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In addition to Web Site Design, Development, and Hosting, Hallmark Software & Engineering partners with companies to provide:

- Electrical Controls Engineering – Design and programming services
- Custom Application Development and Programming
- Database Analysis and Design
- Data Migration

For more information please contact us today at **248-330-6543** or visit our web site at

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