

Is Your Business Ready for a Web Site?

With the Information Superhighway a vast forum for delivering your message to thousands of people -- including all your existing customers and prospects -- a Web site can become your primary vehicle to reach all your target audiences. If you have not yet created a Web site for your business, now is the time establish one because competition on the Internet is intensifying every day.

Is Your Web Site Working For You?

To make your Web site a valuable marketing tool for your business, it must be yours, and it must be useful, as well as dynamic.

Among the interactive functions that you can incorporate into your Web site are background and history about your business, products and service and staff; schedules and updates; news and events; contact information; on-line registration capabilities; surveys; seasonal information; online support groups and much more. You can use e-Commerce to sell your products. And by collecting email addresses, you can reach out to your target audiences electronically.

Be sure to update your site at least monthly, and especially at any time you have news to share so that your Web site continues to appear fresh as it attracts repeat visits.

Remember, your web site is an optimum solution to maximize advancing technology that can help market your business via the Internet.

About **Connected Technology**

Connected Technology is a technology solutions provider of information technology and consulting services for a variety of industries on Long Island and the New York area. Founded in 1996 by Kevin Urso, President and incorporated in 2001, **Connected Technology** provides clients with professional, cost effective solutions for your business needs.

Our offices are located in the growing technology park in East Setauket. Our facilities offer redundancy with multiple upstream internet providers, power backup, failover capabilities, along with data backup services and security.



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connected
TECHNOLOGY

Web Site Solutions



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Connecting technology that connects you!

Let Connected Technology Help!

If you don't have the time, expertise or desire to develop and continue to maintain a web site for your business, **Connected Technology** is here to help. We're a professional web consulting company, specializing in best-in-class design, along with hosting, maintenance and content management. Our integrated team of expert web consultants, creative graphic designers, programmers and marketing professionals know how to get online results and get your business noticed on the Internet.

Types of Web Sites

Connected Technology can develop a variety of Web sites for your business, from simple to complex:

Static Web Site: plain and simple, including pure pictures and information, no animation.

Flash/animation Web Site: incorporates motion images, along with print graphics and text information.

E-commerce Web Site: functionality allows a business to conduct transactions, such as selling merchandise to customers using credit cards, tracking inventory, accepting Paypal or linking to Ebay; this requires the collaboration with a bank or merchant service.

End-user Content Management Site: this includes functionality to enable designated users to go to a management screen and edit information within a portion of their site.

Web Database Site: functionality enables a business to collect and store information using a database; such Web sites have extensive volumes of data that are stored and can be calculated behind the scenes.

Web Site Development

- Graphic design that supports your brand identity
- Web pages and content development
- Custom programming
- Web animation & banners
- Online demos
- Flash programming
- CD-rom multimedia



Maintenance

Connected Technology will support your needs for ongoing content management, updating information as needed to keep your site fresh. To maintain the information and keep it current on your site, we can install a content management tool onto the site to maintain a limited amount of data such as events, pricing information, restaurant menus, real estate property rentals and sales, etc. Either we can manage this for you, or you can simply do it yourself by accessing a function via password. Additionally, we are there to support you with any writing needs that you have with your site. We can create new content for you with information that you provide, and we can help keep it new and interesting so your viewers go back to your site often.

Hosting

Connected Technology provides hosting services, which are essentially the functions of renting space and bandwidth on our server so that you may publish your Web site online while maintaining control over your site contents.

Strategic Planning

Connected Technology is with you from the very beginning to help plan what your goals and objectives are for your web site. We can build your site in phases to meet both immediate and long term needs. Considerations include:

- Domain: you will need a domain name - your identity online. As long as you keep renewing it, no one else can claim to have it.
- Content: it is important to evaluate projected content volume early on to ensure bandwidth (data transfer) can support it
- Navigation: the key is to enable your users to easily find the information they are seeking
- Search engine optimization: this is the process of improving volume and quality of traffic to your site from search engines via targeted key words.

Call **Connected Technology** today at 631.724.6504 or email info@connectedtechnology.com for a free consultation.

www.connectedtechnology.com