

## SERVICE BRIEF

# Website Design

Increase visibility, gain credibility, and improve marketing capabilities with the creation of a professional website.

## Professional Web Design

*Improving your company's presence on the Internet presents substantial value as a marketing tool.*



As a business owner or company executive, you're familiar with the substantial expense traditional marketing and advertising inflicts on your

budget. One remedy for this black hole in your revenue-stream is to have a professional website constructed. This can present a solution to the visibility problem that most small and medium-sized business owners encounter. A professionally designed website will create an interface for customers to find the information they seek about the products or services you provide. It can be a dynamic marketing tool that can take your company to the next level.

## Custom Web Design & Consulting

*The professional web consultants at Argentum IT can give your organization a direct path to dynamic lead generation and other marketing opportunities.*

At Argentum IT, we are proud to offer a comprehensive web consulting service. We can work with you to map out the type of

site that can present the highest degree of value to your organization. Our website engineers will create custom graphics and designs that can give your site the look and feel that works best for your company. Argentum IT's website design and maintenance services present companies with an outlet to gain the visibility that's typically required for a business to enhance profitability.

## Content Management Systems (CMS)

*Take advantage of seamless and simple management of your website content.*

Our experienced staff can build you a website that not only captures the essence of your organization, but can present solutions to marketing and advertising problems that face your organization on the Internet.

Your CMS, such as Joomla or WordPress, provides a simple and secure interface for those who aren't necessarily familiar with the coding required to manage a dynamic website. We provide training that presents an avenue for you and your staff to learn the best lead-capturing practices and inbound marketing techniques.

Ask Argentum IT about our other website services, including:

- Web Hosting
- Search Engine Optimization (SEO)
- Social Media Services
- ... And More!

## Features

- Professional Website Design and Management
- Built-In Inbound Marketing Resources
- Simple User Interface with Content Management System (CMS) Integration
- Comprehensive Website Consulting Services
- Web Hosting and Search Engine Optimization (SEO) Services Available

## Benefits

- More affordable than print advertising.
- Allows for profitable market expansion.
- Enhanced web presence and marketing opportunities.
- Increased consumer exposure through online promotions and marketing campaigns.
- Even inexperienced users can update content through your CMS.

**Get Proactive! Call Us TODAY!**

(502) 473-6407 | Fax: (502) 565-0157  
www.ArgentumIT.com | info@ArgentumIT.com

819 West Main St  
Louisville, KY 40202