



## WEBSITE DEVELOPMENT

Requiring a solid web presence is a demand that we understand at Impact Communications.

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When you partner with Impact to develop your custom website design, eCommerce site, intranet program, promotional microsite, or other web application, we begin by analyzing your company, your industry, your target audience and your communication objectives. Then we craft just the right written message in tandem with planning for quality search engine optimization (SEO).

The interface design and site navigation are an intense focus during the planning of your website. We know your site needs to function and look great on all devices, so we take the time to provide you with a responsive design that is tested on a variety of platforms and browsers.

We create website applications that can include extensive back-ends, databases, and administrative functionality (Content Management Systems) that allow your staff to easily keep your content fresh and relevant.

And, with Impact's three decades worth of experience in video production, our video and programming teams collaborate to produce effective videos and animations for use on websites and social media platforms.

**Contact** Impact to discuss the latest in custom website design and technology and the offerings that will make your organization stand out online. Our web team creates compelling and dynamic web applications that are customized for each unique project.

### OUR WEB SERVICES INCLUDE:

- User Interface Design
- Content Development
- Search Engine Optimization
- Site Navigation/Flowcharting
- Responsive Design
- Project Management
- Graphics Production
- Programming
- Web Hosting
- Custom Database Development
- Content Management Systems
- eCommerce
- Social Media
- Video Production/Implementation
- Site Admin Training