

Is your Internet presence **missing**?



Every business needs a Web site...
You can't make a sale if customers can't find you.

A recent study showed that 89 percent of consumers have researched a restaurant online before deciding to go to it.* Can there be any doubt that most people look online for car repair shops, tax preparers, builders, attorneys and doctors as well?

Times haven't just changed, they've evolved.

Having a Web site that's designed to draw the attention of Google and other search engines is crucial. When customers click through to your site, will they feel welcome and get the information they're looking for? Will your site reflect well on your business?

We build on a solid foundation. The reliability and versatility that made WordPress the most popular blogging platform in the world also make it highly suitable as a content management system for your Web site. Between robust reliability and thousands of plug-ins that let you do virtually anything you can think of, we've found no better way to make a powerful, effective, and secure presence on the Web.

Update and expand it yourself. You'll receive training on the WordPress administrative interface so you can easily go in and keep information fresh. That not only benefits visitors to your site, but makes your site look better to Google. Higher search ranking equals more visibility.

Tap into the conversation online. Want to get noticed on Facebook and tweeted about on Twitter? We can easily put links to social media sites on your site, encouraging people to talk about your company, organization or product. We can open the door wider by assisting with topics for conversation, or we can unleash the floodgates with a full-fledged social media marketing campaign that links all your Web site, Facebook, Twitter, and any other online accounts for maximum effectiveness.

So, what is this SEO stuff?

Search Engine Optimization means designing a Web site with uncluttered code and choosing the right phrases in headlines, subheads, links, and body copy to get optimum results when people search for those phrases in Google. It sounds simple, but it's not. First, we research your industry and discover the most effective search phrases to weave into your site. Once your site is built, you can have us track and refine these phrases over time for even better results.

Why Stadden Design?

Since 1994 we've combined our strengths in design, writing and technology to build customer-pleasing Web sites. Whether you run a restaurant, a manufacturing company, or a car dealership, we probably have some experience with your business, industry, or organization. Can't decide whether to upgrade your current site or build a new one? Contact us and we'll be glad to help evaluate your needs.

*<http://canada.franchiseopportunities.com/advertorial.asp?prid=448>

IT'S EASY TO GET STARTED NOW

Go to www.staddendesign.com, click on the "Contact" link, and send us a message.
Or email us at sales@staddendesign.com
Or call us at **717-742-0502**.



Your Web site tells people you're **open.**

Chris and Karen Fisher took their restaurant and bakery online with a brand-new site they can update themselves.



“To gain exposure and widen our customer base, we saw a Web site as the next logical step in our company’s growth. We wanted a site that would show what we do, and be easy for people to navigate from one section to another. We also wanted

to be able to track who was visiting the site and what they were looking at.

“At first, it seemed like a daunting process, but with Jeff and Ken’s patience and know-how, we were guided through each step in a timely manner. It was a pleasure working with Stadden Design—we are two satisfied customers!”

Chris and Karen Fisher own the highly successful Lititz Family Cupboard Restaurant & Buffet, as well as the Bakery at the Cupboard. Check out their brand new Web site at www.lititzfamilycupboard.com



Sensible costs. Smart business owners watch their costs. But experienced ones also know the danger in paying too little—wasted time and unhappy customers. Stadden Design provides solid value for every dollar.

Sensible schedule. We manage the Web site creation schedule to give you a completed site in a reasonable time period. A site can be up and running in as little as 60 days with your full cooperation.

Sensible process. Relax while we manage the development process. You need only to respond to our requests in a timely manner, which leaves you free to do what you do best—run your business.

Sensible results. You can keep us around to maintain your site or send us off once the project is done. Either way, you’re left with a well-crafted, easily-updated, automatically backed up site that you can be proud of.

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