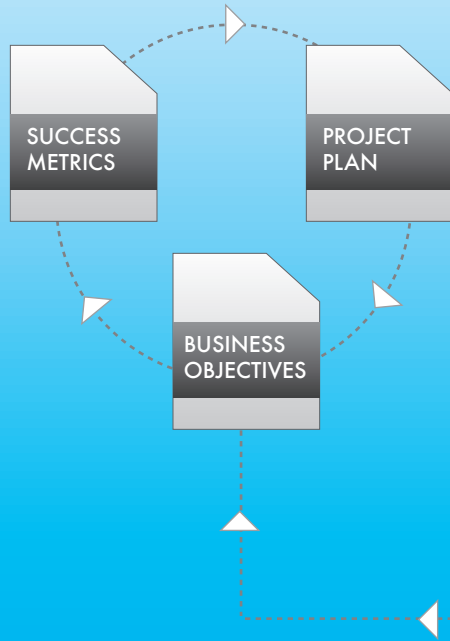


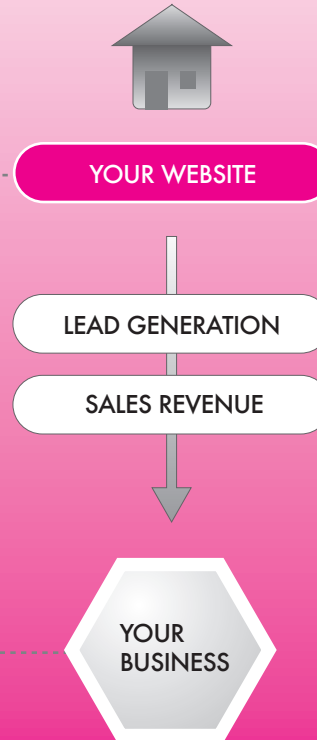
## Strategy



### Plan, Execute, Measure & Adapt

Business objectives are the foundation of the Web-centric Strategy. A detailed project plan ensures successful implementation of the website based on the business objectives. Upon successful launch of the website, measurements begin to take place and are used in the eventual evolution of the plan. Necessary updates are made and the process continues.

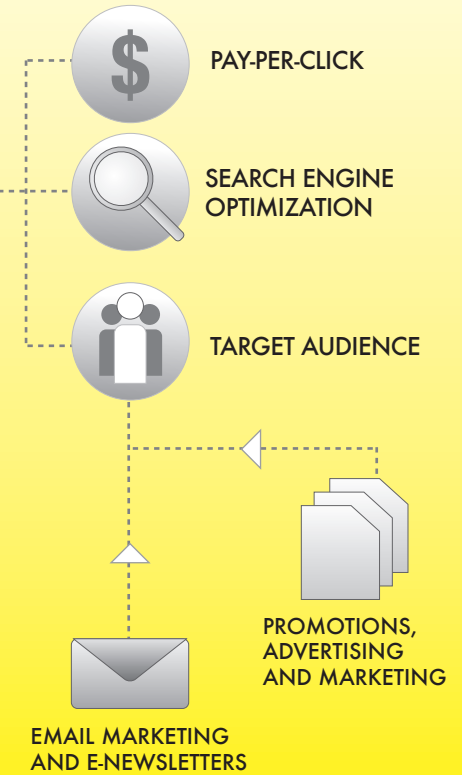
## Website



### Website Generates Leads & Revenue

Updated and evolving website generates business prospects, new clients and direct revenue. Lead Generation is converted into sales revenue and profits. Maximize your opportunities with calls-to-action and sticky content that keeps your site relevant and your visitors coming back time and time again.

## Marketing



### Reach Your Audience

Reach your audience through online and off-line marketing initiatives. Optimization of the website attracts potential clients and when SEO is not enough, PPC campaigns can augment your website traffic. Other promotions, advertising and marketing reinforce your brand and are very effective in attracting your target audience.