

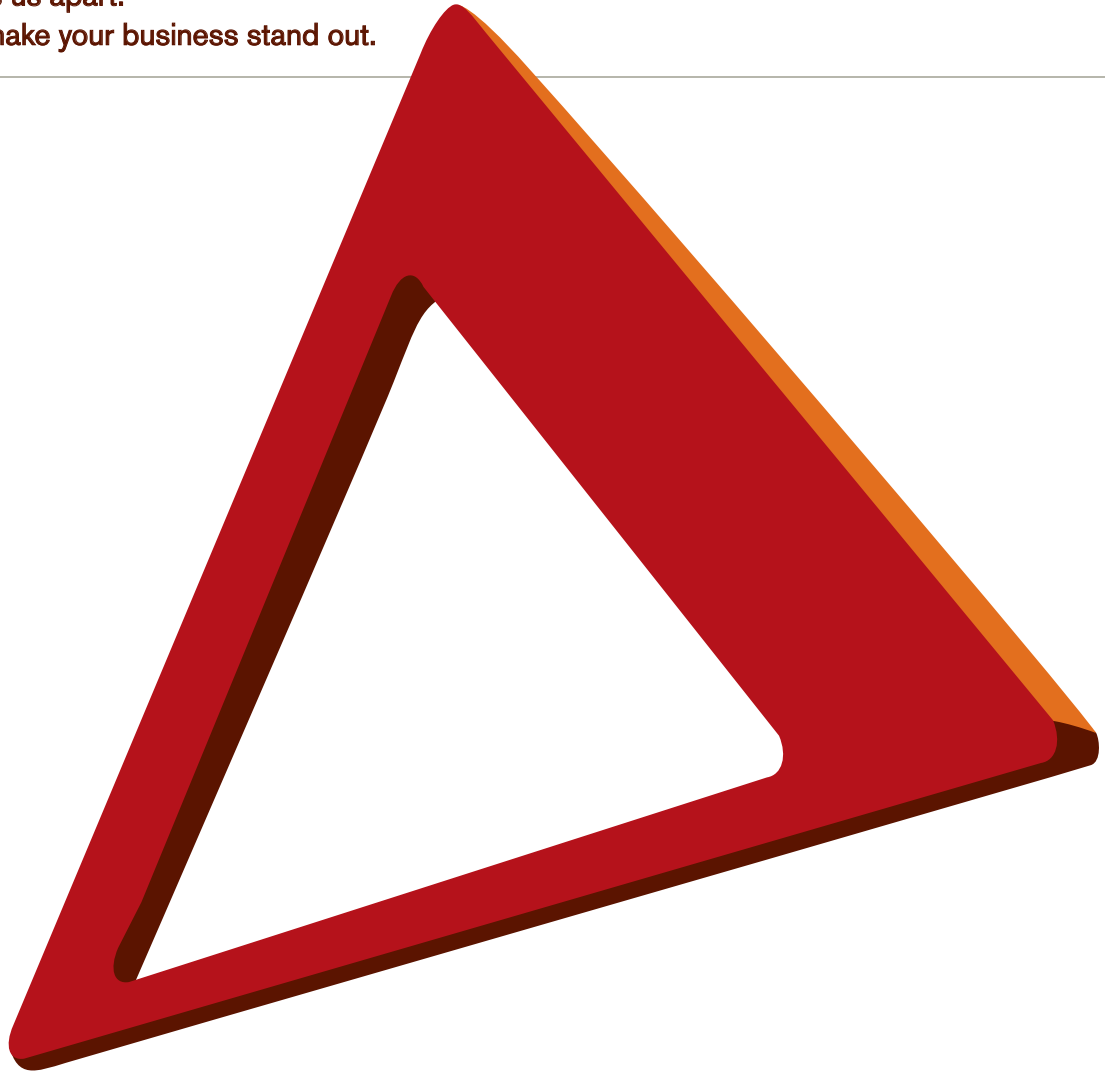
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# The Verndale Difference

There are distinct differences between Verndale and other agencies.

**Discover what sets us apart.  
And how we can make your business stand out.**

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## Business Transparency

A web technology partner with no surprises.

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**Since our inception, Verndale has been committed to breaking down the communication barriers that hinder successful partnerships.** Our unique approach eliminates ambiguity, lifting the “veil of secrecy” that troubles many web initiatives.

We believe you should have the same access to your project and account information that we do. So we created the Verndale Client Center, where every account detail—work progress, hours spent, costs and more—is available to you 24/7. This tool is at the core of our approach, complementing our open pricing and transparent project methodology.

The result is a decidedly different business environment. One that sets the stage for a productive relationship built on trust, accountability and the open sharing of information.

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## Practice Area Expertise

Because you can never be *too* competent.

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**One challenge of operating a full-service web firm is maintaining a true depth of expertise across a range of services.** The industry’s broad technology landscape and “low barrier to entry” makes it all too easy to introduce new services or technologies without first developing the discipline and specializations necessary to excel.

At Verndale, we’re keenly aware of this common issue. And we’ve always carefully defined our service offerings based on technologies and competencies we’re expertly qualified to implement. This lets clients engage our full range of services with confidence, knowing they’ll never have to compromise expertise for the ease of a single contact. With Verndale, you’ll get both.

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## Measured Results

Cost benefit analysis never looked so good.

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**With every project and action, Verndale focuses on the value of an important metric: Impact.** By examining the impact of potential opportunities, we ensure that every strategy satisfies a particular need. It’s a thoughtful discipline that yields tangible, significant results.

This Impact Analysis reaches well beyond the initial ROI. It also considers the long-term benefits and consequences of particular design and technology choices.

Whether you’re selecting the right content management system or building a customized web strategy, you’ll have the opportunity to evaluate each major decision with this measure. We feel strongly that this is our responsibility to every client and project.

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## Client-Focused Leadership

A commitment to service. A dedication to you.

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**At Verndale, top-notch service means more than just dedicated staff and superior tools.** It’s an underlying commitment to clients based on three important tenets:

### 1. Know the Client

Verndale’s Client Services team can quickly gain understanding of the threats and opportunities facing your business, and develop a working style that anticipates your next need.

### 2. Manage Expectations

Communicating with you in a timely fashion is our first priority, a focal point of our methodologies and transparent business model. The Verndale Client Services team will always be responsive, courteous and informed.

### 3. Empower

Our ultimate goal: Help your business become more effective and successful. Toward this end, we provide you the resources and expertise you need—when you need them.

Our Client Services teams view your needs with more than just “deliverables” in mind. We’ll call to discuss new opportunities. We’ll help you prepare a budget. We’ll compile and deliver that essential report for your next board meeting. And we’ll give you the tools to make your business case—as well as the design, technology and search marketing teams to back them up.

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## Superb Value

Make the choice to build for success.

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**There are plenty of ways to cut corners with any project.**

But what if you don’t have to?

Consider the entire Verndale package: The highest quality web design. Top-line development solutions. Reasonable, flexible pricing. In all, it’s a potent combination ideal for your emerging or mid-sized business.

From initial consultation to bottom-line results, we’re confident you won’t find a better value anywhere.

**Let’s Talk!**

Call us today: **866 945 SITE (7483)**

Find out more at: [www.verndale.com](http://www.verndale.com)

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