



Web Consulting

Your web strategy can be a moving target.

We help you take aim.

Tech trends come and go and it's easy to get caught up in the constantly accelerating cycle of the "next new thing." At Verndale, we look beyond the buzz. If it looks good on paper, we make sure it's a concept with real purpose and utility. Because even the most visionary idea won't advance your business without sound, solid execution.

With that philosophy, we've established one clear aim: Create practical initiatives that help clients achieve—and surpass—their business goals. We do it with a proven, structured methodology designed to help you realize your web investment's full potential, now and into the future.

With deep practice area expertise in web design, usability, development, search marketing and hosting, you can rest assured we'll take care of it all. And deliver strategy that's well conceived, fully executable—and ready to make a difference.

Web Consulting services include:

- Verndale's Web Strategy Framework
- CMS and Technology Selection
- Systems Analysis
- Competitive Analysis and Benchmarking
- Information Architecture Consulting
- Search Marketing and Google Analytics Consulting

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

Find out more at: www.verndale.com



Web Design & Development

Impress. Inform. Convert.

Put your website to work.

Online users take roughly 1/20 of a second to decide if they like a website's presentation. So it's paramount you captivate an audience, quickly and effectively. And once you've got their attention, you have to make the moment count.

At Verndale, we leverage your business expertise—and combine it with our own—to develop web design, development and marketing strategies that succeed only through careful planning and a highly collaborative methodology.

Every Verndale project begins with a discovery phase that closely considers usability, conversion goals, competitive positioning, accessibility, search marketing and more. Once we establish the right criteria for your company, our award-winning design and development team creates the optimal user experience.

One with immediate visual appeal. Instinctive ease-of-use. Message clarity.

Web Design & Development services include:

- An updated web presence through redesign and restructuring
- A microsite and/or landing page strategy to highlight products, services or events
- Sophisticated Intranets for your most valued resource—your staff
- Client Portals that emphasize communication and simplicity
- Enterprise Content Management Solutions

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Web Application Development

Grow. Efficiently.

Bring all the pieces together.

If you're like most of our clients you're growing quickly and have developed a series of 'ad-hoc' spreadsheets and databases to support demand along the way. And now, under the weight of your own success, those disparate systems are likely inhibiting the very growth they were designed to support.

To further complicate matters, your customers, distributors, vendors, partners and remote personnel all clamor for the data you've got under lock and key. When it's time to put the pieces together, turn to Verndale. We'll help unify or replace your disparate business systems with a single browser-based solution.

Best of all, we employ the rigorous methodologies and quality control usually applied to enterprise software development. Your company will receive the power, seamless integration and flexibility of a custom Internet application—with the reliability and lower cost you'd expect from "off-the-shelf" business software. All fully tailored to your unique business needs.

Benefits of Verndale Web Application Development:

- Improved systems accessibility
- Flexible user management and personalization
- Data consolidation for improved reporting and business intelligence
- Scalability that supports evolving business needs

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CMS & System Integration

The Right Technology.

From the Right Technology Partner.

Selecting the right web software applications can be one of the most daunting and stressful parts of any web design and development project. Whether you're evaluating Content Management solutions, Portal, Blog, and/or Commerce technologies, the competitive landscape is vast and the options endless. To add to the complexity, your choice may set the technology standard for years to come.

At Verndale, we help clients evaluate, select, and implement CMS and web technology solutions based on a discovery model that:

- Holds your requirements against each technology option to determine feature support, potential restrictions and/or need for custom development.
- Pays careful attention to budget requirements and the cost/benefit of open source vs. licensed solutions, scalability and total cost of ownership.
- Leverages our multi-disciplinary expertise and access to market leaders in each field.
- Results in a confident recommendation that will be readily adopted and easily supported.

CMS & System Integration services include:

- Web Content Management
- Enterprise Content Management
- Reporting and Business Intelligence
- Sharepoint Web Portals
- CRM and Back-Office Integration

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Search Engine Marketing

Results-driven Search Marketing.

Break through the noise.

The search marketing universe is an overabundance of confusing acronyms... trade jargon... “proprietary” tools... and a variety of techniques. Beyond it all, one truth remains: A successful search strategy must yield consistent traffic and convert qualified visitors—in a cost-effective manner.

At Verndale, our custom search marketing programs are comprehensive in scope, sophisticated in execution. We employ a selection of dozens of tactics, including Search Engine Optimization, Pay-Per-Click (PPC) Management, Link Building and Social Media Optimization.

And as a full service agency, we have the in-house expertise to execute on all aspects of the engagement: Page code and content updates, landing pages, Google Analytics customization and more.

With programs starting at \$1,000 a month (and targeted campaigns even less), Verndale offers emerging and mid-size businesses up-market solutions at competitive prices. As part of any package, you'll receive detailed activity reporting and a powerful Search Marketing Dashboard—without the pressures of a long-term contract.

It's a level of accountability, transparency and measurement like no other in this industry. The results speak for themselves.

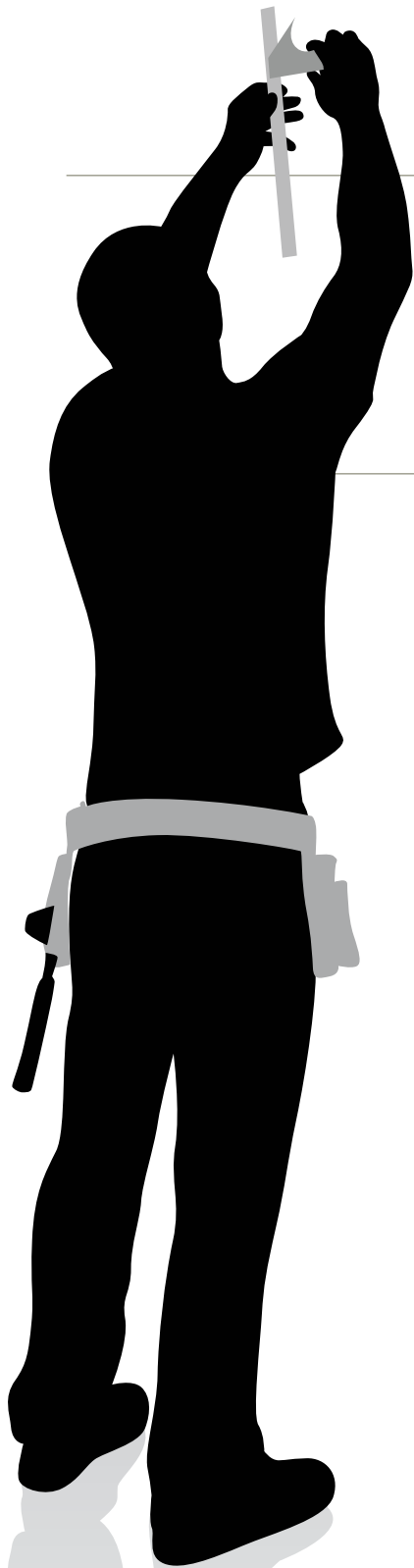
Search Engine Marketing services include:

- Search Engine Optimization
- Link Building
- Pay-Per-Click Advertising
- Social Media Optimization
- Web Analytics

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Web Support & Maintenance

Support services.

On demand and done right.

At most emerging and mid-size companies, marketing and technical staff are “stretched thin” even on normal days—and can be overloaded when demand spikes and special projects arise. Internal resources are usually best spent on value-added activities, not routine site management and support.

Verndale can help relieve this in-house strain. We offer a highly responsive and cost-effective support services team, with the following benefits:

- Flexible payment options; the ability to use the full range of Verndale services under one support plan
- Job submission, estimating, tracking and fulfillment via the Verndale Client Center
- Rush services for requests requiring a guaranteed turnaround time of 24 hours or less
- Budget management and comprehensive reporting

Once your needs are established, the process is simple: You make a request. We fill it. We complete most jobs in three days or less, and you can view your entire request history online, anytime. Best of all, you don't need an upcoming project with Verndale to utilize our support services—many companies take advantage of just our support offerings.

Web Support & Maintenance services include:

- Web Support
- Application Support
- Design and Interactive Support
- Strategic Consulting

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Managed Hosting

Fully managed hosting solutions.

Simple. Flexible. Worry-free.

Verndale hosting services are cost-effective, scalable and backed by an expert team—one that understands the unique needs of emerging and midsize businesses. Whether you select a shared, virtual or dedicated hosting solution, we provide complete server and network management, held to stringent service standards.

Add our industry-leading customer service, flexible contracts, and state-of-the-art facilities and equipment... and you've found your worry-free hosting choice.

Environmental Features:

Security

24x7x365 manned facilities with a litany of security features designed to keep your business information safe and sound. Ingress and egress controlled by electronic keycards with pin codes as well as mantraps. Locked cages and CCTV monitors activity within the facility.

Fully Redundant Power

With Power Distribution Unit (PDU) diversity, independent AC systems, battery backup, uninterruptible power supply (UPS) and on-site generators with guaranteed fuel contracts.

Enhanced IP Connectivity

Via patented and patent-pending intelligent route-control technology through more than 40 service point locations. This technology monitors the performance of each backbone, routing your traffic across the best path and guaranteeing faster, more reliable data delivery than traditional routing methods.

Technology Partners:

- Cisco
- HP and Dell Servers
- VMware

Managed Hosting services include:

- Shared Hosting
- Virtual Dedicated Hosting
- Dedicated Hosting

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