

Services



Website Development

Custom Website Design
Website Re-designs
UpdateBuddy™ (online content management tool)
Custom PHP Programming *
Custom Application Development
Integration of Video and Audio files

Standard Features included:

- Search engine optimization techniques utilized on each page **
- 24/7 Access to your web traffic via Google Analytics code
- Online inquiry form
- Favorite's icon (for address bar, browser tab and bookmark list)
- We submit your website address to DMOZ
(DMOZ powers core directory services for some the most popular portals and search engines on the Web, including [AOL Search](#), [Netscape Search](#), [Google](#), [Lycos](#), and [HotBot](#), and [hundreds of others.](#))

* Ecommerce & Online Sales

- PayPal processing installation available
- Custom shopping carts
- Gateway & merchant account integration

Domain Registrations

Domain Transfers
Domain Management
Domain Renewals
Domain Forwarding & Parking

Hosting (includes e-mail)

Monthly service fee (for website and e-mail space) paid as 'rent' on Award Web Services' dedicated Web server
E-mail forwarding available. Web-based e-mail included.

Banner Ad Design

Static Ads
Animated GIF Banner Ads
Flash and Rich-media Ads

Email Ad Design

Email Advertising Campaigns

Graphic Design Services

Corporate Identity Design: Logo, Business cards, Brochures, Print Ads, Posters

Search Engine Optimization

*** SEO techniques that are included with coding of websites we build:*

HTML Meta-tags (page title, description, keywords, robots, owner, author, expires, http-equiv, rating, mssmarttagpreventparsing)

ALT tags (alternate text for images)

TITLE tags (for all text links)

Content improvement recommendations

Google Analytics code installation – website traffic reporting

A la Cart search engine visibility and website marketing techniques (hourly rate applies)

Research Analysis

- Review your existing website code
- Quick Google ranking analysis - Ranking Report
- Competitor Comparison
- Keyword Research Tool (by Google)
- Google Maps (list your business contact info and coupon/offer if desired)

Execution and Development

- Content improvement recommendations
- Update page Meta-tag tags
- Optimize page using results from keyword research
- Additional Domain Name(s)
- Custom Built Landing Page(s)
- Site Map file (xml for search engines, robots)
- Google Adwords Campaign setup

Optimizing your website should be an ongoing process. The success of your website requires attention to analyze traffic and trends, rank monitoring, recommended monthly or better. A successful website also requires promotion in the brick-and-mortar world...

Ways to Market Your Website Offline

Offline promotion of your domain name

Vehicle decals, bumper stickers

Business cards, brochure, letterhead, etc.

Any and all printed materials

Voice mail message

Email signature

TV & radio ads

Events

Giveaways

Put your URL anywhere you can!