

Services	Details	Time & Cost
<p>Design</p> <ul style="list-style-type: none"> • Web site Strategy & Planning • Competitive Analysis • Concept and Wireframes/Prototypes development • Information Architecture 	<p>We focus on the site usability covering the heuristic evaluations, user interviews, user persona development, user research and more.</p> <p>The tasks and activities involved in this phase vary quite a bit between a new web site project and an existing web site project that is planning on growing its offerings.</p>	<p>Minimum of 8 hours. <i>Based on Project size and scope.</i> \$50/hr</p>
<p>Development</p> <ul style="list-style-type: none"> • Web site development • Usability and user experience • Web site updates and content management • Custom software development 	<p>We develop fast and simple designs to effectively manage your content with and without our help. All our development focuses on latest web standards and provide scalability, flexibility and security for your software applications.</p> <p>We utilize open source software technology and tools such as PHP, MySQL, Wordpress, Drupal and focus on rich interactive application (RIA) technologies such as AJAX, Flash, Ext JS.</p>	<p>Based on Project size and scope. \$40/hr</p>
<p>Marketing & Analytics</p> <ul style="list-style-type: none"> • Online Marketing & Brand Identity • Lead management & Email Marketing • Blog setup and management (Wordpress) • Web site analytics and Reporting 	<p>Marketing and analytics services help you manage your online channel effectiveness by successfully deploying inbound and outbound marketing strategies to attract retain and nurture your customers.</p> <p>We provide help to your business to effectively use analytics to design and deploy email marketing campaigns combined with appropriate landing pages and call to action for your customers.</p>	<p>Based on Project's needs.</p>
<p>New Media</p> <ul style="list-style-type: none"> • Interactive Media Design and Development • Social Media Strategy Planning & Development • Branding and experience • Social Media presence – Facebook, Twitter, LinkedIn, etc. 	<p>We design and develop new media marketing solutions with the help of rich interactive and video products for businesses.</p> <p>New media solutions combined with the Social Media strategy and development would build lasting consumer and customer connections with your business. We strive to help you manage this process with the help of expert consultation and solutions to suit your business needs.</p>	<p>Based on Project's needs.</p>