



# W<sup>3</sup> SERVICES

Web Development + Web Hosting + Web Marketing = W<sup>3</sup>!

W<sup>3</sup>Services is PlanetMagpie's award-winning creative division. Now more than ever, you need to outshine your competitors online. Our team helps you create your brand and imagery, build up a backend solution that will meet your needs today and in the future, and position you competitively in your market.

Our skilled team of web professionals bring senior-level expertise to every aspect of a project. From management to design and development, each role is carried out by a specific team member with years of experience in their field. In our working model, the client is the MVP of the project team and everything we do is focused on making their vision a reality.

## THE 3 COMPONENTS OF W<sup>3</sup> SERVICES

### 1 Web Design and Development

First we architect the site's new layout, putting together vibrant professional designs that position your brand and guide your customers. The designs are then implemented using industry best practices for application development. Sitefinity, the award-winning Content Management System for small to enterprise-level customers, is our CMS of choice. Custom scripting and ecommerce development are also available.

### 2 Web Hosting

Websites need a place to run. Our hosting servers handle websites, ecommerce solutions, Sitefinity CMS hosting, even domain-based email. All hosting servers and routers are at the IT industry's top tier for reliability and security.

### 3 Web Marketing

How are you promoting your new site? We are experts in search engine optimization, email marketing, and social media marketing integration. And we provide clear messaging through identity campaigns and copywriting.

## PLANETMAGPIE'S W<sup>3</sup> SERVICES

- » Web Design
- » Flash Animation
- » ASP.NET, HTML/DHTML, JavaScript Development
- » Application Development
- » Intranet Development (SharePoint)
- » Blog and Forum Development
- » CMS Development
- » Ecommerce Development
- » Website Localization
- » Copywriting
- » Email Marketing
- » Identity Creation and Branding
- » Custom Illustration
- » Graphic Design
- » Search Engine Optimization (Organic and PPC)
- » Social Media Consulting
- » Web Hosting
- » Web Maintenance SLAs

## PLANETMAGPIE ADVANTAGES

- » Our user-friendly websites have:
  - Launched companies
  - Led to 3x the amount of Web traffic
  - Positioned our clients as industry experts
  - Helped existing companies break into ecommerce
- » We develop custom .NET applications exclusive to your needs. Your company's business data and web assets are too valuable to trust to open source platforms.
- » We partner with companies who have solid track records in the industry in terms of their products and support.
- » We will not offshore your development work. Your website development will be performed entirely by local employees and valued contractors. This may not be the most profitable IT services business model, but we find it the most effective for timeliness and quality of work.
- » We're a brick and mortar company—we will be around for this project, and the next one in 5 years.
- » We've been developing custom websites since 1998—in dog years that's 84!

## FOR MORE INFORMATION:

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PlanetMagpie is located in the Fremont Tech Center Fremont, California

