SIGHTWORKS

ONLINE MARKETING AND WEB DEVELOPMENT SERVICES

OVERVIEW

INTERNET STRATEGY

SightWorks provides marketing insights and strategic thinking to help define the business objectives of your interactive media.

ONLINE MARKETING

Success online takes more than just creating an online presence. It takes clever marketing to grow and maintain your base of believers.

WEB DEVELOPMENT

Our talented team of designers, developers, programmers and account managers strive to create compelling interactive experiences.

E-COMMERCE

Combining established hosted applications and custom programming, SightShop is a fully integrated e-commerce solution built to meet your unique business needs.

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INTERNET STRATEGY

Connecting with your visitors begins with a clear plan.

Consulting

Together, we will define what works for you.

Every project needs a plan. Take advantage of SightWorks, more than 10 years of experience with the planning and execution of successful websites and applications. SightWorks is your strategic partner, providing project planning, requirements development, competitive analysis and search engine optimization (SEO) to maximize effectiveness.

Branding

It takes beauty and brains.

We will create a custom html design just for you. This design can be used for any or all future campaigns. Includes design, production and testing in all major email clients.

User Experience

You get it but will they?

Looking good is just part of your online brand expression. Websites, applications and online shopping sites must go beyond the e-brochure in today's markets. We make sure that your audience 'gets' it by employing usability best practices that include user personas, task analysis and wireframes.

Ongoing Strategy

A website launch or campaign is only as good as its follow-through.

You need to know what's working, what isn't and how to respond. SightWorks offers effective web analytics reporting, training and support and an ongoing communications strategy so that we're both armed with the keys to long-term online success.

ONLINE MARKETING

Reach your market through effect online communications.

Email Marketing

Today's web is all about personal touch.

Today's web is all about the personal touch. Targeted and relevant email communications reminds your customers what you've got to offer, and is an essential part of today's online marketing mix. SightWorks develops effective campaigns that bring results while reinforcing your brand.

Search Engine Marketing

"Build it and they will come" doesn't cut it these days.

Building a great website isn't enough. Your customers and prospects have to be able to find you online. SightWorks optimizes websites for natural and paid search, delivering more eyeballs to your business through smart use of keyword research, analysis, search engine marketing and content optimization.

Web Analytics

Metrics, metrics, metrics.

The siren song of today's marketers. Through a defined set of key performance indicators and customized reports, SightWorks can help you interpret site usage data to determine which online marketing strategies and tactics are most effective for your business.

Campaign Management

Putting it all together.

SightWorks designs online campaigns that reflect your brand's essence and brings qualified leads to your website. Our creative innovations are grounded in our deep understanding of your business and what works online. Launching a product or attracting new visitors to your site takes many levels of expertise and teamwork. We know the tools and have the experience to implement a successful online campaign and track the results.

WEB DEVELOPMENT

Interactive experiences that keep visitors coming back.

Web + Interactive Design

Your customers are sophisticated; your website should be, too.

Our award-winning creative team provides professional, effective and impactful web designs. We artfully merge your brand with your business goals to produce world class websites and online marketing elements.

Flash + Streaming Video

Visitor expectations are high.

An interactive web presence must go beyond motion graphics and sound loops. Customers expect more and want to be entertained. Our designers and programmers are always thinking up new ways to allow visitors to interact with your content. Internet games, streaming video, add banners or branded microsites are just a few examples to deepen your visitors experience.

Applications Programming

This is not your grandpa's out-sourced IT.

The technical aspects of your project are in the able hands of the SightWorks' in-house programming team. We take a vested interest in the special requirements of each client and pride ourselves in providing the best solution unique to your industry or interests.

SightCMS™ - Content Management System

You are in command.

When it comes to keeping your website content fresh and up to date, an intuitive content management system makes updates simpler and cost-effective to manage. SightWorks offers a fully hosted and on-demand content management system. The modular design of SightCMS assures that it will grow with your website's needs and help capitalize on your ROI.

E-COMMERCE

Sophisticated E-Commerce For Today's Online Marketplace.

SightShop provides a complete e-commerce solution that lets you get an online store up and running quickly. We include everything you need to make it easy for your customers to browse and buy your products.

Flexible Product Catalog

Ever feel like your business could use an online catalog, but nothing you've seen is quite right? Every business has its own unique requirements, and that's why we've created a catalogue tool that's flexible and extensive. Now you can get just what you need.

Track Shopper Behavior

Businesses today thrive on data and metrics. Keep track of your customers and what they have purchased through this easy-to-use interface. Track trends and preferences over time to get a clear picture of what your customers are looking for.

Promotion Management

Online promotions are increasingly important to e-commerce sites. SightWorks has an intuitive promotion management system that lets you easily manage campaigns and promotions and track their success.

Customizable Reporting

Reporting is critical to successfully managing your online store. From inventory reports to detailed sales reporting, we've got the systems that let you create reports that suit your business needs and allow you to gauge campaign effectiveness.

Inventory Management

Whether your store needs to integrate third-party data or you need to manage inventory within your online store, you'll find that SightWorks has the applications and custom tools you need to manage product availability.