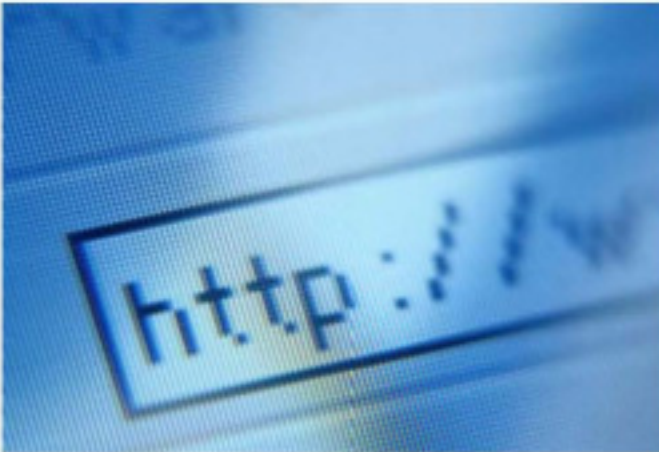


Web Development

Design, application tools, content management, search engine optimization and hosting.



SPI offers a wide range of Web design and application development services to establish and manage business online. Our success in designing great websites is due to our unique client-centric approach where clients are involved throughout the project. This ensures messaging, branding and navigation are designed to optimize the visitor experience.

Planning, Defining Requirements and Architecture

Successful SPI web projects begin with planning strategies, defining, and establishing objectives and setting project timetables. We review your current online and offline marketing efforts, the dynamics of your industry and your competition. SPI's global professionals are highly experienced in the latest technologies needed to implement custom business needs into your website.



Award-Winning Design that Strengthens Your Brand

The "look and feel" of website design should communicate the company's brand to targeted audiences. Functionality and navigation tools enable users to easily find relevant information and/or step-through online processes such as online stores, etc. Content, graphics, site tools and ecommerce requirements are key parts of the web experience. In addition, security is designed to protect company data, submitted and stored, as well as role-based security for content managers and users accessibility.



Content Development for Clear Messaging

An accessible site is one that delivers its content successfully and as often as possible. SPI works closely with your marketing team in developing the right content and page organization for your website. Messaging can often be the most challenging and time-consuming part of website development. Web content is designed as a marketing and sales tool, consistent with all external efforts.

Search Engine Optimization (SEO)

SPI optimizes your website to be attractive to both the visitor and search engine spiders. The goal of our SEO service is for your site to be highly ranked, correctly listed within hundreds of valued online search directories, but also be a site that will make visitors want to return. Successful SEO architecture results in increased traffic to your website and lower advertising costs.