

The window into your company



MARKETLINK offers conceptual web design that will function smoothly and offer appropriate information to the public.

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The following four components are integral to a successful website:

- **Search Engine Optimization.** The site must rank well with search engines. This is achieved through the utilization of three well-developed areas: Unique and compelling content, Integration of relevant keywords throughout the site's copy, and appropriately written links to and from other relevant, respectable sites.
- **Usability.** The site must be functional and intuitive. Through the investigation and

implementation of flow evaluation, wire frame development and navigational refinement, an effective website communicates with the viewer simply and clearly with seemingly effortless engagement.

- **Visual impact.** It must be visually compelling, with intelligent, creative utilization of type, color, imagery and space.

- **Harmony.** Brand congruence needs to be strictly observed through the use of all appropriate elements of the brand architecture, as well as keen awareness of the market being communicated to.