



# pswebTechnologies

internet solutions for business

PS Web Technologies is a full-service web development company specializing in the design, implementation and management of effective internet presences for organizations of all sizes. We offer complete solutions including research, planning, development and implementation of e-marketing and e-commerce initiatives. We work closely with our clients to identify opportunities and craft solutions that provide the optimum mix of services to support the attainment of business objectives.

Our clients appreciate our comprehensive, collaborative approach. Using research, creative, strategy and technology, we bring a balanced blend of skills and perspectives to each project. If you are looking to make a splash on the Internet, or need a fresh approach to your existing web presence, PS Web Technologies will get you there and keep you there with the highest levels of maintenance and support.



Visit us on the web at [www.pswebtech.com](http://www.pswebtech.com) to learn about our full range of products and services.

## Supplement your traditional marketing efforts with PS Web Tech's suite of E-marketing solutions:

- Strategic Planning
- Search Engine Optimization
- Online Promotions
- Affiliate Programs
- E-mail Marketing
- List Building
- E-newsletters
- Online Communities
- Analytics

PS Web Technologies provides E-marketing services for established businesses and aggressive entrepreneurs that are looking to the web to deliver results to their bottom line. With over 50% of the US population online and millions of dollars being transacted every day, the web can no longer be considered an ancillary part of a firm's marketing mix.

We are exclusively a web-marketing agency. We do not provide print, radio, outdoor or television advertising. Our attention and resources are solely focused on the web environment so we are able to anticipate the newest trends, integrate the latest technologies and expose untapped opportunities for our clients.

Having a knowledgeable, networked partner working for your company can have a dramatic effect on the success of your Internet marketing campaigns.

though we do offer many off-the-box solutions to fit our customers' needs, we realize that the "one size fits all" concept just doesn't work in all cases — and we pride ourselves on custom application development. Quite frankly, we can handle anything you can throw our way. We enjoy challenges. We've developed back-end systems and database applications for sites ranging in size from small business to large corporations. We can do the same for you. Here's a quick sampling of our programming services: Database design and development, Web site design and implementation, Web site programming, ASP, PHP, Perl, etc., Content management systems, Integration with existing systems, Support and maintenance, Workflow automation, Support and maintenance.



## Permission-based E-mail Marketing Works

Roll out your own permission marketing campaign with an opt-in newsletter or simply with occasional emails to your valued customers. Our methods maximize the impact and results of direct email marketing, and we can share our valuable experience with you. You determine the message and tell us who should receive the message, and we do the rest.





# Web Development

The web is more than a decade old now, and literally thousands of studies have demonstrated that, no matter the business, an effective internet presence leads directly to positive financial benefits. And yet, many businesses large and small continue to publish websites without adequate thought to how well their site communicates, navigates or supports their brand. On the web, your site is your company; the visitor may have nothing else to go on.

At PS Web Technologies, we believe the most effective web presences result from a thorough development process. When we build a site from the ground up, we employ a process we call Transformative Design. We abbreviate the Transformative Design process into four steps: discovery, disruption, illumination and validation.

First, we sit down with the client to discover the client's business situation, the brand dimensions, the business' vision for its future and how the web presence fits in. Second, we take what we've learned and bounce it around with our creatives in the interest of disrupting conventional wisdom

## Selected Clients

Arizona Commercial Printing  
Carmen Creations  
Doria Architecture  
Event Sense  
Firelight Studio  
Highroad Customs  
Khalsa Imports  
Matt York Photography  
Phoenix Film Festival  
Plains of Abraham  
Psyne Industries  
Sacramento FDA  
SafeCrush  
Seneca Architectural  
T.C. Stuart

## We offer complete web development solutions including:

- Site Design
- Site Architecture
- Content Development
- Rich User Experiences
- Flash and Multimedia
- Database Integration
- Active Site Maintenance
- Analytics

and breaking through to innovative visual and communication concepts we can put into site comps and architecture. Our third step is to take approved comps and architecture and flesh them out into the site build, illuminating the ideas that emerged from the disruption phase. And finally, we test and validate everything from functional, technical and user experience perspectives before we publish the new site to the web.

While we enjoy building entire sites from start to finish, not all clients need or want such a comprehensive effort; for those clients, PS Web Tech is able to offer its services in design, site architecture, content development and more. Whether we do it all or one part, our commitment to our customers remains the same

# Technologies





