

The 7 Habits of **highly effective web sites**

1. Intuitive Interface

- simple for users' to find what they're looking for

2. Strategically Creative

- designed to fit the personality of the product, service or organization

3. Client Management of Site Content

- transparent technology allows in-house staff to simply add, edit and delete content

4. Database Driven

- ability to deliver dynamic pages; easier to manage digital assets

5. Collaborative Workflow System

- intelligent process for task assignment and policy adherence

6. Scalable and Portable

- can easily add, edit, remove or move components as needs evolve

7. Decision Support and Site Analysis Tools

- helps determine effective direction through site strengths and weaknesses

Profit from our experience. Plan ahead and you won't fall behind.

Branding
Design • Packaging • Promotion
& *Web*
Interface • Database • Administration



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