

# WEBSITE DEVELOPMENT SERVICES

## Friendly User Interface, Creative, Search Optimized... We Build Great Websites.

Today's B2B website is a living, breathing, dynamic marketing asset. It's the first thing people view when doing a search or following up on a friend or colleague recommendation. As such, it's a real-time extension of your business culture and your marketing and sales departments.

Penton has successfully built more than 196 websites. We understand the importance of starting with a clear marketing strategy and using leading technology and best practices to build a site that performs. We work in partnership with our clients – from concept through implementation – to ensure that business, brand and culture needs are well represented, while providing you with the functionality required to surpass your Internet marketing goals.

### Our approach to building successful websites

- **Listen to client objectives.** We work with you to examine your website goals, including messaging, core product or service focus and conversion goals.
- **Your site. Your design.** Featuring your logo, brand, imagery, videos, blogs and more, we work with you to ensure that the site design best represents your online personality.
- **Built to bring traffic that engages.** As we build your website, we focus on the best search terms, keywords and content that will attract and draw visitors further into your site.
- **Performance tested.** We thoroughly test the functionality of the entire site – from content and image display to site linking to analytic reporting – we ensure everything is placed and working properly.
- **Analyze and improve.** We will continue to partner with you to review the sites analytic reports, and recommend targeted content and advanced search techniques to improve your web traffic.

### Sample Sites



Contact your sales representative or Penton Marketing Services directly for more information.

# WEBSITE DEVELOPMENT PACKAGES

## CONTENT

WEBSITES

SEO

SOCIAL MEDIA

LEAD LIFECYCLING

MOBILE

VIDEO

### Penton Capabilities:

- Strategy
- Web Objectives
- Design Options
- SEO
- Content Solutions
- Blog Capable
- Video Capable
- Analytics
- Hosting
- Technical Support
- Social Media
- Web Best Practices

### Develop an even more robust site with these related products:

- Content
- SEO
- Social Media
- Analytics
- Lead Lifecycling
- Video

Contact your sales representative or Penton Marketing Services directly for more information.

Our website design and development packages give you all the tools you need to succeed in today's online marketplace. All our website packages are robust – aligned to your branding, full search engine optimization services, social media marketing functionality, basic analytics set-up and blog-ready.

## Basic Website Package

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>■ 10 page Website</li> <li>■ Content Placement &amp; Formatting for 10 pages</li> <li>■ Contact Us form, allowing site visitors/prospects to supply contact info</li> <li>■ SEO keywords, Meta Tags &amp; page descriptions of each page will be included, and dynamic URLs will be converted to SEO friendly HTML-type URLs.</li> <li>■ Photo/Audio/Video Capabilities</li> <li>■ Blog &amp; Blog Commenting functionality</li> </ul> | <ul style="list-style-type: none"> <li>■ PDF, Document &amp; Image Uploading (Media Manager capability)</li> <li>■ Google Map &amp; Google Driving Directions on your site</li> <li>■ Social Media Share Button, including Twitter, Facebook, MySpace, LinkedIn, Digg and more</li> <li>■ Site Map</li> <li>■ Basic Google Analytics account</li> <li>■ Website Hosting</li> </ul> |
|---|--|

## Intermediate Website Package

- 20 page Website
- Content Placement & Formatting for 20 pages
- All of the functionality of the Basic website, plus;
- Google Site Search, as well as Map & Driving Directions
- RSS News Feed; Dynamic content with up to 5 linked news headlines

## Advanced Website Package

- 20 page Website
- Content Placement & Formatting for 20 pages
- All of the functionality of the Intermediate website, plus;
- Article Management, allows client to develop article categories for content archive management, filtering by section, category, date and searching by title and meta tags.

## Custom Website: Define Your Requirements

For larger websites with even more sophistication and capabilities that may not fit into one of our defined packages, please contact your Penton Marketing sales representative for a custom quote.

**Turnaround:** Basic, Intermediate and Advanced Packages turnaround is 45 days after all materials and input are received from client.

### Hosting fees, changes/updates:

- Hosting fees are included in packages for the first 12 months. Thereafter hosting fees will be billed at \$25/mo.
- After delivery of website, changes updates will be billed at \$135/hr.

[View Template 1](#)

[View Template 2](#)

[View Template 3](#)