

## **Our Services**

Here's a short list of the web design and development services we offer.

Everything.

Seriously, we can handle it all, from concept to production. And it doesn't stop at the web – we do logos, branding, and print work, too.

Whether it's a small web site or a major marketing campaign, we put our heart and soul into what we do. At Cerno Design, you're in good hands.

## **Design**

We're a one-stop design shop – not only do we do web design, but we do print work, too.

- Web Design
- Print Design
- Logos & Branding

## **Web Development**

We can handle practically any type of web application, from the simplest to the most complex.

- Page Coding (XHTML & CSS)
- Content Management Systems
- E-commerce
- Custom Applications

## **Online Marketing**

Our online marketing services will help your web site be found and seen by as many people as possible.

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM/PPC)
- Email Marketing
- Web Analytics

## **Other Services**

We'll take care of web site housekeeping duties for you so you can concentrate on your business.

- Web Hosting
- Domain Registration
- Content Updates

Have a question about any of our services? Contact us at {phone number here} or email us.

## **Design**

Great design is difficult to describe, but you usually recognize it when you see it. We like to think of it as the place where art meets technology – our products don't just look great, they function flawlessly, too. We focus on delivering great design not only in the web sites we develop, but in our print, logo, and branding work, too.

### **Web Design**

No cookie-cutter templates here – we create unique, beautiful web designs that guarantee a great user experience. After all, a good-looking web site is useless if the user can't find what he wants. And we adhere to accessibility guidelines so that your web site can be viewed by as many people as possible.

### **Print Design**

Although we focus on web design and programming, we do print work, too. You want your marketing message to stay consistent across all media, and that's exactly what we offer. We use the same love and care with our print design as we do with our web design, and it shows in the quality of our products.

### **Logos & Branding**

A logo is a graphical representation of your business; it shows the world who and what you are. Are you traditional and conservative, hip and modern, or quirky and humorous? Whatever image you want to convey, we'll help you do it successfully with a logo that fits just right.

## **Web Development**

Behind every pretty web site there's a lot of coding and programming. Users don't just look at web sites – they interact with them. From coding pages using web standards to developing custom applications using Open Source technology, we make sure our web sites are squeaky clean and fully functional.

### **Page Coding (XHTML & CSS)**

We code our sites using web standards – namely meaningful XHTML and well-structured CSS. All of our code is validated ensuring web pages that load quickly and look good in all major browsers. And we stick to accessibility guidelines so that your web site will reach as many people as possible.

### **Content Management Systems**

Our content management systems (CMS) make it easy to update your web site. We can create web sites built on our own CMS, or we can use popular Open Source CMSs such as Joomla or Drupal. Whichever you choose, you'll be able to easily publish web content without knowing HTML.

### **E-commerce**

Lots of businesses want to sell online these days. We use third-party shopping cart software – it's search engine-friendly, easy to modify, and compliant with web standards. No matter what you sell – from ab rollers to zoom lenses – we make it easy for you to conduct business online.

### **Custom Applications**

Need something out of the ordinary? Perhaps a scheduling application, or an events calendar, or dynamic job postings. We work with Open Source technologies to develop almost any type of application you can imagine. And each one is tested thoroughly to make sure it performs flawlessly.

## **Online Marketing**

A well-designed web site's no good if no one sees it. We use search engine optimization, search engine marketing, and email marketing to get your web site in front of as many people as possible. And our web analytics capabilities measure web site performance so you can see just how many browsers turn into buyers.

### **Search Engine Optimization (SEO)**

We design web sites that search engines love. We make sure each site's coding, presentation, and structure allow it to rank as high as possible for targeted keywords. And we don't use dubious "black hat" techniques that can harm your site's ranking – we use only legitimate "white hat" methods to increase your site's ranking and popularity.

### **Search Engine Marketing (SEM/PPC)**

Paid search engine marketing (including pay per click) can be a very effective way to spend your advertising dollars. We can research, design, and implement your online marketing campaigns so that you'll get the most for your money. We can also monitor your SEM/PPC campaigns for you, allowing you to spend more time on your business.

### **Email Marketing**

Email marketing is a great way to stay in touch with your clients (and even get new ones!). We can design and write HTML emails that get opened and read. We can also manage your subscriber list – that's one less headache for you.

### **Web Analytics**

Once your web site goes online, don't you want to know how many people see it? We can provide you with access to web traffic data, including number of visitors, page views, referrer web sites, and search terms used. That way you can be sure your web site is performing optimally.

## **Other Services**

Developing a web site involves more than just designing and coding – there's a lot of little things to take care of. We can handle everything from domain name registrations to content updates so you can stop worrying about running your web site and concentrate on running your business instead.

### **Domain Registration**

You've thought of the perfect domain name for your web site – now what? Well, you have to register it before you can use it. We can take care of that for you so that you'll be able to keep your domain name for as long as you need it. We can also handle domain name renewals, transfers, forwarding, and other domain management tasks.

### **Web Hosting**

There are tons of web hosting companies out there – how do you choose the right one for you? Don't worry – we can do all the research for you. We'll select a hosting plan that offers plenty of storage space and bandwidth, and supports MySQL, PHP, Perl, blogging, online sales, and any other functionality you might need.

### **Content Updates**

Your web content won't stay the same forever – sooner or later you'll have to add some text or change some images. We'll handle any update requests promptly – no nagging necessary. We can add new pages to your site, too, if that's what you need.