



Nittany Web Works
Technology-Driven Business Solutions

Services

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WEBSITE DESIGN

Our design staff is dedicated to providing modern, standards-based website designs that will ensure that you reach your audience in the most effective way possible. Nittany Web Works delivers industry standards compliant, forward compatible design solutions.

Our Approach: Plan for Success

To ensure the best possible end-product, your project should be thought-out and well-planned. We accomplish this by listening & consulting with you up front. We want to hear about your goals and how you envision reaching them using your website or other web technologies. Some key questions to think about during this initial consultation are:

- What services does your business or personal venture offer?
- What is your goal in developing a website
- What information do you wish to provide online?
- Who comprises your target audience?
- Who are your main competitors?
- Do you have an established brand or logo/identity?

Consulting

Our consultants can advise on the various options to reach your goals and make your vision a reality. We have many experts on-staff in addition to strategic partners. Whether the project is a simple or complex website, we have the resources to answer all of your questions and create a solid plan.

Quote for your Project

We will assess your needs and create a quote for the work at hand.

Production & Design Process

Our expert design staff will work on your project creatively and efficiently. Utilizing a drafting process ensures you get the design you want.

The full listing of our design services include:

- Website Design
- Graphic Design
- Logo Identity Design
- Custom Admin Pages
- Mobile Site Design
- Marketing Design
- Touch Screen Interface (web-based)
- Login Capabilities

www.nittanyweb.com

INTERNET MARKETING

Our Internet Marketing experts help you take advantage of PPC, SEO/Organic and Affiliate Marketing with ease and understanding. Whether your goal is to generate leads, on-site sales, or promote your business / organization / cause / book / work by getting web traffic, our Internet Marketing experts have the experience and awareness to provide you with options to achieve your goals.

PPC / Sponsored Search

Paid traffic is a quick way to get your website in front of more people in less time, and can be a very effective way to get targeted traffic to your site right away. Our staff includes Internet marketing personnel certified with Google AdWords. We can manage PPC campaigns to get highly-targeted keyword-based traffic to your website. We provide periodic reporting, recommendations and consulting to keep your campaigns current and ROI-optimized.

SEO / Organic Traffic

Organic traffic is important to your web business because it is non-paid, sometimes referred to as 'natural' traffic--from sources other than PPC, like free search engine listings (the 'organic' search results) and incoming links from other sites like blogs, forums, personal sites, partners, press releases, etc. We provide Basic SEO services that include basic on-site optimization, as well as Advanced SEO services that include full-scale on-site optimization and linkbuilding campaigns. Your level of need and budgetary restrictions tend to dictate which options you choose in this area.

Affiliate Programs

This type of program entails you offering other website owners/publishers a payment for bringing you traffic that leads to either a sales lead or online sale. Our affiliate marketing services will help you build a better affiliate program by: improving communication channels with your publishers, diversifying your publisher base and constantly updating your payouts and creative. These are just a few services our dedicated Affiliate Manager can help you with. We can help you navigate the waters of Affiliate Marketing and guide you to a program that works for your business.

Email Marketing

Sending email mailers to your customer list(s) regularly is an effective way to achieve customer retention, make new service offers, increase online sales, and improve presence-of-mind branding. This type of marketing is effective when done properly and professionally. Always use only your own opt-in-only lists collected and maintained by you directly. Our design staff can create professional, eye-catching HTML email mailers for your needs. You can view sample mailers in our portfolio. Our MEMS mailing-list-and-distribution software used to accomplish this is compliant with the CAN-SPAM Act of 2003.

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WEBSITE HOSTING

Our advanced multi-server hosting platform provides you with the best possible hosting setup. The hosting platform uses a technology called load-balancing, and is built to provide reliability, high-availability, scalability, and geographic diversity.

Reliability

"Multiple-servers" means that, unlike with most hosting providers, your website is hosted on more than one server. If a hardware failure were to occur on a server, your site does not go down because the other servers are still up and running.

High-Availability

When visitors go to your website, each visitor can be connected to a different server. This means that, especially during times of high activity, the load of visitor requests are evenly distributed among all of the servers, keeping page load times small. (Traditional single-server setups can result in slow page loads or even crashes during times of high activity)

Scalability

Additional servers can be added to the platform with ease, as the need occurs. Our general policy is to add server(s) when the system is above 50% load average for 1 month, to bring it below 50%.

Geographic Diversity

The servers on the platform are at different geographic locations, to protect from a catastrophe such as power grid failure, electrical failure, fire, storms, etc. If one of these things would occur in one of the locations, the other locations would not be affected.

Technology

We utilize open source technologies, including:



We also utilize these services with our hosting solutions:

- Google Analytics
- Google apps

www.nittanyweb.com

TESTIMONIALS

What our clients are saying about Nittany Web Works:

www.kranichs.com

"We have been using the services of Nittany Web Works for 3 years now. The Nittany Web Works team has played a major role in the success and growth of our online business. They have been prompt, insightful and supportive in every way. We highly recommend the professional services of Nittany Web Works."

- **Kranich's Jewelers**

www.shopducati.com & www.shoptriumph.com

"The staff at Nittany Web did a great job on the design of our 2 e-commerce sites. We're bringing in sales, and have had a positive reaction from our customers. We think the customer service is great and like the ease of use of the backend of the e-commerce websites. Customer service and representing our company properly online are VERY important to us."

- **Jeremy, E-Commerce Manager for shopducati.com, shoptriumph.com**

www.thesmileartist.com

"Nittany Web Works has done a great job for me. They are prompt and efficient in response to web site issues. Their web marketing tools have allowed my practice's marketing to keep up with the evolving and growing use of the internet by consumer"

- **The Smile Artist**

www.nittanyweb.com