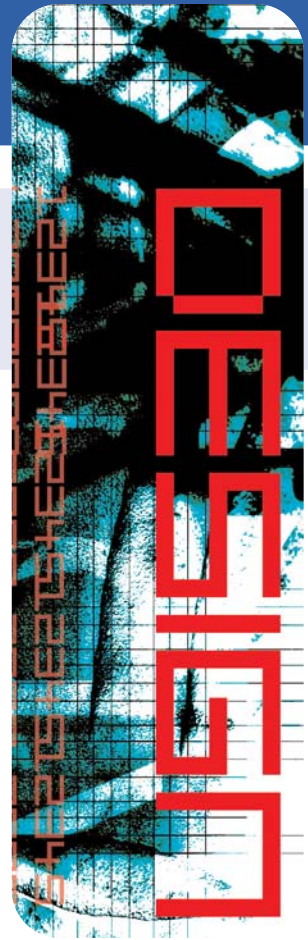


Design

TechForge also provides website and graphic design services for your business. We will help you assess and analyze your needs, listen and discuss with you what you want to do, and help determine the best way to use the Internet to achieve your goals. We help in setting a budget for your website by taking into consideration the nature of your business along with your finances.

Professional execution of your website is very important and generally, the larger your investment, the greater your return. We can help organize and spread your investment over time, to grow and expand your website over a period of several months.



5 Critical Areas

Having a website is one thing, making it work effectively for you is another. Good design is only one part of creating a good website. To be effective a website must be well constructed in five critical areas:

- o *Presentation:*
Attractive appearance & design, unity throughout, clear text.
- o *Content:*
Valuable & relevant information, enriches your visitors (audience), keeps their interest.
- o *usability:*
User-friendly, intuitive. Easy to use, read, or navigate through and downloads quickly.
- o *Connectivity via Involvement:*
Interactive. Invites visitor participation, feedback & communication, hence it connects back to you.
- o *Findability:*
Highly visible to or easily found by your target audience through search engines, links pages, and other means.