

Giraffe

WEB DEVELOPMENT AND DESIGN

"heads above the rest"



GIRAFFE WEB

Judy Benedict, Owner.

Why Your Web Developer Should Stay Committed To Your Business

Judy Benedict has seen web developers go from extremely personalized service to turning their clients loose on new sites right after they launch. "The trend now is to use a content management system and let the client update the web site," says the owner of Giraffe Web.

Though some businesses prefer to handle changes to content on their own, Benedict points out many small companies don't have the staff or resources to make it happen. "It's not as easy as it looks and it needs to be completed in a timely manner," she explains. For any web site or online presence, not making changes rapidly can result in lost sales, or missed connections. It is important to make certain that your web company can be responsive to tackle updates.

But it doesn't end with mak-

ing changes. Benedict points out that when she's designing a site, she's coding everything to make it search engine friendly to increase web traffic. Likewise, all the changes to her clients' sites are done with search engine optimization in mind. "It helps every aspect of the business by increasing their presence, sales, even helping with fundraising," she says.

Benedict says another pitfall encountered by non-professional site administrators is that they often don't know how to keep their web presence secure from hackers. "If you don't stay on top of security updates your website has a chance of being hacked."

At Giraffe Web, says Benedict, clients have her continued commitment to handle any changes and updates. Security is maintained because even template sites are tested

on Benedict's secure server before going live. If they must edit sections themselves, Benedict offers special log in sections to handle those within the business. "We always stay with our clients as long as they need us."

AT A GLANCE

Primary Product or Service
Web Site Development

Client Web sites Avg. Unique Visits/month
50,000+

Sites Launched per Year
50+

Year Founded
1999

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