

Front Cover

Elizabeth Varian

**Building
More Than
Pretty
Faces
On the
Web**

“Your website is your store, your business – your home on the web. Shouldn’t it be everything you hope and want it to be...?”

Easy
Convenient
Functional
Optimized
Stylish
Competent

That's what your visitors want.

That's what your website should be.

**That's the website experience we build,
design, market and host.**

For them and for you.

Elizabeth Varian

Web Design, Development, Hosting & Marketing

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Back Right Fold-in Panel

“Our vacation rental website was just generic and unexciting until Elizabeth came along.

Now we get so many compliments from guests who visit our website.

I love to look at it myself because I just can’t believe it’s ours.

She took us from a mom and pop’s look to big time almost overnight.”

-- Kelly Steele, Steeles Retreat Vacation Home

What's In A Name?

Elizabeth Varian has assisted small and medium-sized companies since 1997 with:

Website Development

Website Design

Website Hosting

Website Marketing

Website Development

Build your website right...and take the rest of the year off!

You don't need to hire salespeople, customer service reps, managers or technical service people to assure your web-based business functions efficiently and profitably in your absence.

We'll install programs that will automate many critical functions for you, such as allowing you to:

- Sell your products and accept payments.
- Respond to inquiries.
- Add subscribers to your newsletter; set appointments; make reservations; accept donations or down-payments.
- Send urgent, timely messages to clients and prospects.
- Track and report statistics about visitors to your website.

We'll also install programs allowing you to **easily and quickly** update, add or change photos and text to make sure your visitors see the most current and accurate information available.

It doesn't cost any more to build a better website than it does to build a website you'll regret.

Present your website customers and visitors with the best possible experience – whether they come to buy, learn, subscribe or browse.

We Build Better Websites

“Elizabeth combines a good eye for detail with initiative and a flair for design. Her work rate ensured that the many websites we have in the group were constantly up to date and consistent. She set the design & the standards that we use today. I have no hesitation in recommending her.”

-- Crispin White, Group Marketing Director, Management Consulting Group PLC

Website Design

More than just a pretty site.

Should the website of a real estate agency project the same image, have the same effect, make the same impression as the website of a dentist, a restaurateur, a computer technician or a divorce attorney?

What should your visitors remember the most about your website – it's bold lines and vibrant colors, it's flash and technical wizardry?

Or, should the graphics, the layout, the colors function as a backdrop that accents and heightens the value and benefits of your service or product?

The design of your website should compliment and reinforce the image of your business – and the personality and character of your target audience.

It should take into account demographic studies of how web-visitors experience a website – what they like and don't like to see on a web page; and where critical information should be placed on the page for best impact and greater readability.

Your website must also be easy to navigate from one page to another, and most importantly, it should be designed so that the visitor can quickly and effortlessly find what they're looking for.

Web design is the seamless integration of art, function and business psychology. The design of your website should be a perfect fit for your business – nothing less.

**After all, your website has only one chance...
to make a good first impression.**

"Every time I send an agent or producer to www.actorchrissteele.com to check it out, they always call back with a compliment about how impressed they are with my website. Elizabeth put a lot of creativity into the design and it's paying off!"

-- Chris Steele, TV host, Corporate Spokesperson, Actor

Website Hosting

What's worse than your website suddenly disappearing from the Internet? How about: Not knowing whom to call when it happens!

Website hosting and being a Webmaster is all about service, comfort, dependability and capability – in a technology proficient wrapper.

Before you deliver your website into the hands of a web host or Webmaster, you'd better be doubly sure they can perform and deliver for you.

You want a web host and a webmaster who's ready, willing and able to maintain your website's optimum health and fitness, and to fix a "hiccup" if it develops – any time of the day or evening.

We'll keep your website up, running – and always ready for business!

Website Marketing

**If your website isn't bringing you business...
Why in the world wide web are you on the Internet?**

- Search Engine Optimization
- E-mail Marketing
- Online Ad Campaigns
- E-commerce
- Link Exchange
- Strategy Consulting

It's all about getting people to visit. But if your potential customers don't know you're there – they're not going to look for you, much less find you.

We'll help you get the word out – Loud And Clear!