



▶ HELPING YOU CREATE A WEBSITE AND DEVELOP EASY-TO-UNDERSTAND CONTENT THAT MEETS YOUR CUSTOMERS NEEDS ..... 1

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# 0 WEBSITE CONTENT SERVICES

# Professional Consulting Services

TECHNICAL ASSISTANCE  
TRAINING  
MANAGEMENT SUPPORT

*It's a common concern. Your growing organization wants or needs a solid, inexpensive, user-friendly website. You don't need costly, complex "bells and whistles"- just a functional web presence upon which you can build. But, you simply don't have the on-site staff to make it happen. Having a "cyber-presence" is essential for your organization's success.*

## Helping meet your basic website needs

Does the very vocabulary of the internet– URLs, METATAGS, HTML, web servers, hosting plans, bandwidth requirements– simply give you a headache? Do you wish you had a way to simply create and maintain a clean, meaningful web presence that your organization can be proud of....all on a small budget?

- Finding and hiring a web hosting company that meets your needs at an affordable price, or considering free and low-cost options,
- Determining what type of website matches your customers' or consumers' needs,
- Exploring options for setting up and maintaining your website.

Professional Consulting Services is not an internet company. Our job is to help you understand your options in the ever-changing, highly technical world of cyber-space...and then to harness the power of the web at the very best cost possible, to benefit your organization's mission.

Our best skills, however, are in developing and writing content for your website, adapting information about your company or services so that users can find what they need quickly and easily.

In fact, that's where we start. We rely on you to help us understand what you want... and we know the questions that will help you shape a response. We can assist you with:

We can help you build a user-friendly, basic website that offers you an individualized web presence. It won't have all the "bells and whistles," but it will be a functional presence in cyberspace of which you can be proud!



## CHECK OUT OUR "PORTFOLIO":

Professional Consulting Services has provided web content services to a variety of tiny, small, and mid-sized nonprofit organizations and small businesses. We also maintain an internationally used English language website on a weekly basis, ensuring that the content is fresh and user-friendly. You can link to our various projects from our own website (which, you'll notice, is a "freebie" much like you may wish to set up.) Why not come check it out?

<http://tinyurl.com/5uf8b>



# A “shoestring budget” can do it.

*S.A.V.E., Salvatorian Advocacy for Victims of Exploitation, is a national organization addressing the issue of human slavery and trafficking in the 21st Century. We have no marketing or technology budget. Professional Consulting Services helped us by creating a dynamic, internationally used website which we can update as often as we wish using Microsoft Front Page. Come visit us at <http://sdssisters.org/slavery> to see what we mean.*

*We know what it’s like to have to “make do” with a tiny budget. We’re specialists in making it work anyway!*

We can’t take the place of a high-tech, internet marketing firm... nor of a technology-rich web-hosting service.

But, that’s not our role. Rather, we can offer you a way to understand what’s possible on the type of “shoestring” budget that’s the simple reality of so many of today’s small but growing nonprofits and small businesses.

Then, we can help you do it. We understand the technical terminology. We can help you find a

web hosting service. We can create a functional website for you, writing content that meets your customers’ or consumers’ needs. Then, we can either keep it up-to-date for you by adding new material on whatever schedule you wish— or we can teach you how to update it yourself.

And, if you want to learn to keep your site updated yourself, our teaching makes learning to do this very easy. We provide step-by-step instructions and diagrams, hands-on help, and a chance to try it with us sitting right beside you.

**WE HELP YOU TO  
CREATE A FUNCTIONAL  
WEB PRESENCE ON A TINY  
BUDGET.**

## WEB CONSULTING AND CONTENT:



In today’s connected world, every organization needs at least a basic web presence.

Most smaller organizations like yours simply can’t afford the costs of hiring professional designers to create a multimedia rich website.

That’s where we can help. We specialize in helping you create and sustain a “shoe-string budget” site that functions for your organization.

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