



Web Services

We Mean Business



2009

WEBSITE SERVICES

Affordable Web Services for Small Business



Having a website is no longer a luxury for small businesses it is a necessity. Unfortunately, the price of web development services tends to be beyond the reach of startups and small business owners...until now.

The Hart Group specializes in helping individuals, and small business entrepreneurs who lack the time, and technical knowledge to build their own website. While there are many domain-hosting companies that provide do-it-yourself software, there is much more involved in developing a professional website to represent your business. The biggest barrier is the amount of time you will spend getting up to speed regarding issues like site planning, design, content development, implementation, search engine optimization, and website promotion. This is especially true if your site requires extensive content development including customized photographs, numerous product or service descriptions, e-commerce capability, media files, PDF files, and other capability. The key is that your website has to be ¹⁾ technically sound, ²⁾ provide information your audience wants or needs, and ³⁾ Allows you to grow over time within budget... a website you can manage without being tied to a web developer.

One of the mistakes people make is retaining the services of expensive web developers to build a website for them. The sites are often very expensive ranging from \$5,000.00 and up, and technically sophisticated, which makes you dependent on a web developer for the life of the project. Moreover, after a business spends this amount of money on a website, there is often little or no budget remaining to promote the website, and it sits there without traffic from visitors. We do not operate that way...

While every business is different, the majority of startups and small business need a basic informational website that professionally presents your business, products, or services to the public in a way that provides them with information they need to make a purchasing decision, or visit your location. Obviously, the scope of a project is different for every business, but for many small business owners this is achievable for around a thousand dollars. To give you some idea of costs, a website similar to the Hart Group Online <http://hartgrouponline.com> will cost about a thousand dollars, and could be up and running in about two weeks from the date of your order.

Do not let the low price fool you... we create a great looking website for you. However, we do not stop there because a great looking website is not enough. We perform a variety of services included in the price including search engine optimization (SEO) so internet users can find you. We register your site with major search engines to help ensure you are at the top of search engine lists. We work with you to ensure your website gets outstanding results – your business deserves no less.

The benefit of our service is that when the site is finished, we show you how to manage it. Our goal is to get your professional site up and running, designed the way you want it, and hand you the keys. If you would like us to manage and update your site from time to time, we are glad to help you, but we think you can do it yourself when we show you how...

If you would like to establish a solid internet presence, improve your image, take your company online, or market your business online, we can help you make it happen. We have marketing strategies to drive traffic to your website that will not require any money. Contact us today to learn more about what our website services can do for your business.

Contact The Hart Group: 419-636-7210 or click [here](#)

E-Commerce for Online Sales



Online sales are an exciting aspect of owning a website. We can show you how to setup a merchant account online that will process your orders without monthly merchant fees, and only a small processing fee per transaction. Our certified web consultants can help you tap into the power of the internet to increase your sales without costing you any money until you sell something... no monthly fees, highly secure, and seamless E-Commerce solution that puts money in your wallet, where it should be. Moreover, our merchant processor allows you to send professional invoice to customers and clients with an email address anywhere in the world, automatically.

- **Selling Capability for Your Business** – Online order processing is critical to some businesses.
- **Hassle Free** - Your customers can purchase online using any major credit cards like Master Card, Visa, American Express, Discover Card...
- **Safe & Secure** – Our E-Commerce merchant processor uses 128-bit encryption technology for rock solid security to protect your customers and you from fraud or data theft.
- **Provides Great Customer Experience** – Seamless online shopping experience for your customers.
- **Easy** – Every time you make a sale on your website, you receive notification that you have received payment, with a full description of the unit sold, shipping information, and details to fulfill your order. All transactions provide full receipts for you and your customers via email for a well-documented transaction... all hassle free.

If you need an online e-commerce solution, give us a call! On the other hand, we can add this service to the website we develop for you...affordably.

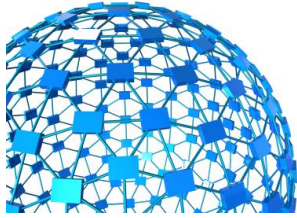
Internet Marketing

We can help you promote your business online

- **Search Engine Optimization (SEO)** - If you need your content search engine optimized so that search engines can direct more traffic to your site, we can help you select the right keywords, and we can help you create content that uses those keywords to their best advantage.
- **Copywriting** - Our professional copywriters can help write the content for your web site and other online presences.
- **Marketing Strategy** – Our consultants can help you formulate an effective marketing campaign for your website, and provide information to help build your online credibility. We can also help you integrate your conventional print ads to drive traffic to your website and business.
- **Solutions** – We will do our best to provide sound consultation to help you make good decisions, and get started on a solid platform, in a manner you can understand, with a systematic approach that does not overwhelm you, or leave you confused. Inevitably, you own your website, and we want you to understand your project, and know how to manage it after it is finished. In any case, we stand ready to help you find solutions within your budget that meet your needs.



Wrapping It Up



We try to tailor our services, and our pricing around your capability to afford solutions. Whether you are an individual with a great idea, a very small business, or a larger enterprise, we can provide solid input and direction to you to help you with your website, or IT project.

The Hart Group does not take on all projects that come our way. The truth is, some projects are beyond our capability, and require a dedicated IT team to handle the technical details associated with complex web or IT projects like Enterprise Resource Planning (ERP), Supply Chain Management systems (SCM), or complex Customer Relationship Management (CRM) systems. If an IT project is beyond our technical ability to help you directly, we will be honest and tell you. However, for projects that exceed our staff capability to perform services directly, we can provide neutral, unbiased consultation on these large-scale projects to help you wade through the technical details, and make sound decisions regarding your system configuration. We can help manage your IT acquisition, no matter how large your project may be, and our certified consultants focus on representing your best interests.

As IT consultants, we roll up our sleeves and get down to business for you to find the solutions to meet your needs by identifying the players that can deliver results to meet your exacting specification. Here is how we generally represent you on larger third party projects:

1. Our certified technicians and e-commerce consultants listen to you as you explain your project to us, carefully noting the aspirations and expectations of your project, and we determine the budget you have to work with. Based on this in-depth consultation, we are in a position to offer general consulting, and to prepare for solution research. We investigate the options available to you that best meet your needs immediately, as well as a forward perspective to ensure you can grow, modify, and tailor the IT solution to your needs well into the future.
2. We perform an in-depth analysis of your business, and develop IT project management plans with input from all departments, and end-users to define the needs of your business, and your people. With a project plan, we are in the position to contact hardware and software vendors to service and support your project. The primary benefit we offer is we are beholden to no one except our client. We do not receive commissions or kickbacks from vendors; therefore, we can provide unbiased feedback and recommendations to you without the influence of salespeople who represent their products. In other words, we screen out the junk, and sales pitches, and give you rock solid input regarding your options.
3. We help across a spectrum of activities from initial consulting, IT planning, systems analysis, research, and system recommendations. We can perform project management duties encompassing bid specifications, acquisition management, systems implementation, training, and other components of an IT acquisition.

You can see that The Hart Group provides a range of IT services to help you, no matter who you are, or the size of your enterprise.

Call us today to discuss your project to determine how we can help you accomplish your goals and objectives in an intelligent, systematic, and affordable manner.

We look forward to the opportunity to earn your business.

Sincerely,

[The Hart Group Online](#)