

**NB&G** is a web site design group specializing in web site design and implementation services for Small Businesses, Charitable and Civic Organizations, and Social or Fraternal Groups, who need a straight-forward, well-organized and attractive site at a reasonable price.

If you are interested in developing a web site for your business or organization, please see our web site at [www.NBandG.com](http://www.NBandG.com) for more information on our capabilities and development philosophy.

In addition, we provide **Project Management Consulting Services** for companies or organizations with more sophisticated needs who feel the need for outside expertise in managing the development process and assuring quality results. More information is available on our web site.

### The NB&G Site Design Process

If you're reading this, you're probably already interested in the idea of a web site for your organization. With modern development tools and a wealth of cost-effective hosting alternatives you can achieve this with a relatively modest investment of your time and capital.

**NB&G** will work with you to determine exactly what it is you'd like to accomplish with your site, the messages you want to impart, and the best way to accomplish this.

We will then design a sample site, illustrating our concept of a site that will meet your goals, and the "look and feel" that we think your potential customers will find attractive. You will have the opportunity to see and evaluate the proposed site, decide if you'd like to make any changes, and to see those changes before you proceed.

Once you're happy with all aspects of the site, we will register your chosen domain name, contract with a hosting company on your behalf, and upload your site. Once that's done you'll be live on the Internet!

### ***Small Businesses***

Frequently, small business owners don't see a need for a web site, especially if they have an established customer base. While nothing can replace the good will generated by years of excellent service, you may be facing competition from sources that didn't exist until recently.

How many contractors in the home improvement field would have anticipated that huge, international mega-stores would be directly competing with them with respect to nearly every aspect of home improvement projects?

In this environment you need every advantage you can muster. Potential new clients need to be able to find you, see what you offer, and develop enough interest to call you instead of visiting their local home emporium.

Your past clients need to be able to find you the next time they're in the market for similar services. You may have moved to a better location, had your area code changed, etc., but your web site will always be available – with up-to-the-minute information.

Given the moderate cost and effort associated with a quality web site, it may well be the edge you need to get customers in the door, and keep them coming back!

### ***Charitable & Civic Organizations***

While organizations like the American Red Cross and United Way may get all of the publicity, a myriad of smaller, local organizations are hard at work serving the needs of their communities.

If you are active in such an organization, you may find that a web site can be an effective tool in communicating your message, soliciting support, and even facilitating communications within your group.

If you find that you are required to periodically update and reprint your brochures and mailings in order to reflect changing status and events within your organization a web site can help! By keeping all current and pertinent information on your web site, you can utilize more "generic" publications and refer your clientele to the site for up-to-date information.

### ***Social or Fraternal Groups***

A web site can be a strong tool for coordinating events and activities involving a group of individuals who are undoubtedly busy with their lives, and perhaps even geographically diverse.

With an effective web site, you can do away with most of your mailings, emails, and phone calls by maintaining all your up-to-date information on the web site.

The cost will be surprising low – and the savings in time and aggravation will make it money well spent!