

Web design and development is a fundamental part of 7 C's Web Hosting service offering. We've been building award-winning websites for over 15 years. Along the way we determined that the success of every web project starts with a clearly defined strategy that satisfies these core directives:

- Every website should have a purpose
- Every website should guide users to tangible information
- That information should be based on clearly defined business objectives
- Messaging should be clear and concise
- Organizations should control their own content

Our experienced project team and proven processes will guide you step-by-step through the entire project. We help define your online marketing objectives, examine your audience's goals, and study your brand in order to design visually engaging, functionally advanced website that communicates your message and accomplishes your goals.

### **Content Management Systems - CMS**

Often businesses need the ability to add and/or edit content within their websites, but do not have the capability to write the code or do not have enough skilled resources necessary to perform the volume of necessary updates themselves. A Content Management System (CMS) provides a great solution by providing an easy-to-use interface which supports the creation, management, distribution, and publishing of content to their website.

While there are countless Content Management Systems options available - many with overwhelming functional capabilities, our goal is to provide a CMS solution that is easy to manage and simple to use. Our developers are experienced with Joomla CMS and feel it is the best overall option for most businesses.

### **Product Customization**

7 C's Web Hosting shares the philosophy that there is no need to reinvent the wheel. There are so many superb open source and inexpensive off-the-shelf web application options that most of the time we can find one that can deliver most of functional elements your business requires. Taking advantage of this approach often saves our customers substantial time and money in

## Web Design

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web development.

As all businesses are unique, there are always requirements that can't be effectively addressed with an off-the-shelf solution. Never fear. Our development engineers are proficient at customizing these software options to meet your specific business objectives.