



rogers design studio

RDS offers **www** solutions that rock.



Whether you are an entertainment or information based company, a web site can help you reach millions of users at a nominal cost. RDS helps our clients find the best way to showcase their site as well as make their site appealing to both the client and user through ease of use and creative design. We then give the site a content management application that simply rocks.

It's so easy that even the most inept person can make changes on the fly.

- Customized web site layouts to fit the brand of your company
- Content management system available
- Easy client access
- Search Engine Optimization
- Web banner advertising
- Web advertising utilizing MySpace, YouTube, Facebook, Wikipedia, etc.

We have marketing solutions for the world wide web that rock. If you have any questions please don't hesitate to call us – we'll be happy to help answer them.

www solutions features:

- **Content Management System (CMS)** allows non-technical content editors to update content, add new pages or change navigation menu items.
- **Updated Content** not only helps attract new visitors and keep them coming back but also attract the largest Search Engine – Google – as well as the rest.
- With this **CMS System**, the web pages conform to all of the latest web standards that are supplied by W3C and all pages pass the **Markup Validation Service** that determines if your pages are coded properly.
- The pages are coded with the **latest CSS coding** which removes all excess coding and allows easier browsing by search engines.
- **Editing web pages** is as easy as creating a Word document since it uses an editor called **TinyMCE Editor**, which keeps all the icons for bold, italic, etc. that you are already used to.
- **Edit web pages from any computer** anywhere in the world as long as you have an internet connection. No more waiting on a Web Designer to fit you into his/her schedule for changes. Create a “Members Only” section that requires users to login to view information – good for communities with calendars, etc.
- **Help you set up an useful site structure and navigation system.** Support a completely configurable graphic design – there is no reason for your site visitors to know what CMS you are using or even that you’re using one at all.
- **Facilitate internal work sharing** by allowing some staff members to update only one set of things and other staff members to update others.
- **Automatically pick the appropriate content items to show site visitors based on rules.** For instance, your home page could automatically display only the four most recent news stories or the events you have upcoming over the next four weeks.
- **Provide accessible sites, search engine optimization and human readable URLs.**
- **Offer lots of plug-ins** to support a wide range of common needs and plenty of not so common needs as well.
- **Allow a good programmer to modify the website and CMS** so that it does exactly what you want it to do.