

PRESS RELEASE

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IS IT TIME FOR A WEBSITE MAKEOVER?

DESIGN DELINEATIONS GIVES A FACE-LIFT TO CHAMBER OF COMMERCE WEBSITE

Norwood NY --- Have you looked at your company's on-line image lately? The front line for modern companies is their website, and plenty of tired and out-of-date websites sit lifelessly in their original condition from days gone by – all candidates for an image makeover.

Design Delineations of Norwood provided the solutions for the St. Lawrence County Chamber of Commerce's website makeover recently. The chamber's former site was functional yet needed a bit of pizzazz and ways to better perform for on-line visitors, chamber members and the chamber staff.

"There were several challenges for the chamber with their old website," said Harvey Ramer, Principal of Design Delineations. "We had to recognize that some viewers still have dial-up connections. So, it is imperative that pages load quickly and are aesthetically pleasing along with clear navigational structure."

"Additionally, the chamber needed in-house maintenance for their business listings and database management, and the updated model gave the staff that control. I am confident that we solved these issues with our newer design."

Design Delineations is building websites with the innovative Cascading Style Sheets (CSS) which allows design elements for an entire website to be changed with one single file. Therefore, the web designer reduces hours of construction time to minutes or even seconds. A skilled designer will use this technology to remove unnecessary clutter on the site.

"The results are amazing, and I am pleased with the new Chamber website – www.northcountryguide.com," said Ramer. "Our client is satisfied with the revamped look and the improved ease-of-use for their staff. I would encourage businesses to review their websites. There are a lot of old antiquated sites out there just waiting to be dusted off and brought back to life. It might be time for a makeover."

Ramer established Design Delineations in the summer of 2003 specializing in web design, logo design, website hosting and design brokerage services. The company's portfolio includes an array of small and large companies and entrepreneurs.

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