

Internet Marketing Services

- Website Development, Hosting & Support Gold
- Website Development, Hosting & Support Platinum
- E-Marketing Programs

TURN-KEY SOLUTIONS

We offer this service as a hosted service, so there is no hardware to maintain and no IT staff to hire.

For more information on any of our products or services please contact us online at:

www.aidmatrix.org

Internet Marketing Services

Website Development, Hosting & Support: Gold



- Dynamic websites help you meet your mission goals
- Easy-to-use content management tools require no HTML skills
- Keyword optimization gets your site seen by search engines
- Web traffic reports help monitor success
- Online shopping cart enables online fundraising without the worry
- Integrates with other Internet marketing and social networking tools

Are you ready to have your website work harder for your organization? The Website Development, Hosting and Support Gold Program will turn your website into a working spokesperson: greeting visitors, quickly informing them of your best successes and collecting information about them so you can follow up after your day of serving others is over. This managed service offering provides you with a powerful, dynamic website to meet your mission and broadcast your message. We specialize in working with nonprofits and being one ourselves, we understand first-hand how a strong website can help your marketing resources go further.

GOLD-LEVEL SERVICE INCLUDES:

Design

- Kickoff session where we review your mission, branding and goals and create the governing style guide for your website
- Choose from hundreds of predesigned themes
- Add your logo and have your own unique URL
- Site includes up to 15 unique pages

Content Management

- Add, edit and update pages without HTML skills so you don't need a webmaster to manage your site
- Embed 1 other technology (i.e. YouTube Video, Google Gadgets) to help communicate your brand and messaging
- Capacity for posting 50 MBs of photos to keep your audience involved in your current activities

Enhanced Features

- Your own unique webpage
- Real-time news feeds (optional)

- Search engine optimization through keywords to bring qualified visitors to you
- Education on how to capitalize on traffic converted from search engine results
- Shopping cart for accepting financial donations through complimentary Virtual Aid Drive solution takes the risk out of managing online donations (or integrate with your current fundraising tool)
- Web Traffic Reporting enables you to see the success of your marketing campaigns in real-time
- Integration into other Aidmatrix Network portals to create a seamless experience for your visitors

Ongoing Support

- Hosting Support provided free for one year so there are no hardware investments for you to manage
- Training session for ongoing website management
- Assigned account manager help you along the way

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Proof in Action



www.dactexas.org

Deaf Action Center of Texas

“As a nonprofit organization founded on the value of community, it was important [that] the company we chose to build our new website shared similar values. With Aidmatrix, we found the perfect match. Aidmatrix understood our social responsibility, and they brought our website to fruition in a very comprehensive and responsible way. It was a great experience. I recommend them highly.”

- Angela Fisher, Executive Director, Deaf Action Center