



WEB SIGHT

MORE THAN
A PRETTY FACE.

Consumers have high expectations when it comes to digital channels, especially when they're using them for banking. We spend a good portion of every day focused on improving the digital experience for financial institutions. It starts with taking a hard look at the design and functionality. Is it clean and easy to navigate? Does it help customers find the information they need fast? Does it educate and maybe even entertain along the way? Using those filters and industry leading content management systems, we build well-designed, user-friendly, easy-to-maintain websites that serve your customers' needs and yours.

6 REASONS TO PUT YOUR WEBSITE IN OUR HANDS:

- 1 Capabilities** – We have the development chops, UX expertise and design talent all in-house.
- 2 Experience** – We've done countless websites for financial institutions nationwide. We understand how to seamlessly connect to your 3rd party vendors, whether it's your core processor, online loan provider or any other integration that may be needed to enhance your site's performance.
- 3 Technology** – We'll make your website fast, intelligent, secure and compliant with the latest in technology, personalization and banking knowledge.
- 4 Branding** – We'll weave your brand identity throughout your site in bold and subtle ways. Plus, we'll build you a customized, not templated, site to truly reflect the power of your brand.
- 5 Content** – We'll ensure your site's content is optimized for SEO and written just for you. Your content will be concise and on-target so your visitors can quickly and easily find the information for which they're searching.
- 6 ADA Compliant** – We deliver websites that are ADA-compliant. To accomplish this critically important function, we use industry-leading scanning tools to ensure your website launches, and remains, ADA compliant to the latest required standards. Ask us about our optional post-launch monitoring programs.

