



Web Sites

A Strategic Approach

A Web site is one of the most powerful tools you have to communicate your message. How you structure that message requires a great deal of thought and consideration. At Animus Rex, we approach Web design from a strategic point of view.

We work with you to identify your target audience, competition, brand identity and other factors that inform marketing and content strategy.

The Right Features. The Right Technology.

Most clients want real guidance, viable options and clarity when navigating the ever-changing waters of the Internet. We help you understand what is possible and what makes sense.

Our experience suggests that organizations require a standard set of baseline features that are customizable based on their individual needs. These include features such as integration with external databases, ability to easily syndicate content through RSS and XML, ability to easily deploy video and podcasts, among many others.

Easy to Manage

All of our clients want the ability to make real-time content changes in-house and often wish to distribute that responsibility throughout their firm to non-technical people. We make this possible with EsKort, our flexible yet easy-to-use content management system.

Features

- Dynamic navigation
- Easy to update by non-technical personnel
- Ability to cross link information providing relevant and contextual content
- Powerful and customizable integrated search capabilities
Integration with external databases
- PDF output of targeted pages
- Printer friendly pages
- Site map (both for users and search engines)
- Scripted lists and push content (to home or other landing pages)
- Thumbnails and other image manipulation (e.g., black and white from color)
- Easily syndicate content through RSS and XML
- Search Engine Optimization