

Copywriting

Stanton Street is your go-to source for a variety of website development needs and services. We have worked for clients in an assortment of business areas, including:

- Health and Wellness
- Employment
- Parks and Destinations
- Recreation and Travel
- State and Local Government
- Education

Whether your business is in need of design and development of a new website, an event registration site, an intranet solution or an online newsletter system, Stanton Street can guide you down the proper avenue.

As the premier internet solutions company of the West Texas, Southern New Mexico, and Northern Mexico areas, Stanton Street has been fortunate enough to work with some of the most significant companies in the area. Over our twelve year history, we have built a multitude of sites for customers in a number of different industries, including financial institutions, not-for-profits and public corporations.

So, when your organization is ready to revisit the technological path, know that you can count on Stanton Street for directions!

Product Description:

As consumers begin to adapt to newer technologies and look to the web for a company's information, it's vital to have content that is direct and purposeful. Whether it's an online campaign, a corporate website or social media you need to make sure your online efforts are effective.

At Stanton Street, we believe that the content of your site just as important as the design. We'll talk about what you are trying to accomplish and identify the following:

- Target Audience(s)
- Message Priorities
- Goals & Calls to Action
- Flow & Tone

Once we identify the key items, we'll begin writing useful content specifically geared toward the channel you are communicating through (ie. corporate website, Facebook or e-newsletter). Your content will be tied closely with your Search Engine Optimization (SEO) strategy intertwining important keywords with content. There are several techniques and unwritten rules for writing online content and each touchpoint with your customer is an important one. Let Stanton Street help you make that connection more meaningful.

Experience:

Stanton Street has over 10 years experience in web development and design and remains committed to using the most current technologies and tools. Through the years, we have established many practical solutions to aid businesses – whether simply recommending a website design change or building a custom application using third party software. Stanton Street takes pride in helping clients obtain Net Results.