



# Tactical-Moves Web Design & Development

Proactive & Compelling  
Tactical-Moves.com  
IT Department  
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Generate Leads, Qualify Leads and Capture Leads with Tactical-Moves Web Solutions

## Website Development

We can handle anything you need. Check out our services below!



A corporate website is an essential part of any business; the first impression potential customers get of your company. Present day websites, however, are a lot more than just your company's pretty face and an additional selling tool. It is a requisite necessary to help your business reach its full potential.

A strategically designed website will serve to expand your business, to spread the word and draw in new customers or bring in extra repeat business. It will collect data and help you analyze it, target just the right customer with just the right product in just the right time. It will help you organize and connect your multitude of products, services, business locations and provide tools that will allow you an easy and efficient way of running your business.



### **Tactical-Moves Mission**

To deliver World-Class customer-driven, cost effective quality business solutions through a team of motivated and experienced professionals, ensuring total satisfaction and long-term value to the client.

### **Tactical-Moves Team**

Our team consists of Energetic and Dynamic professionals, each one specializing in his/her own specific field. Our expertise and competence in the latest technologies enables us to deliver Scalable, Integrated and Robust solutions with optimal cost/performance ratio. Our team is highly cohesive and, most importantly, fully committed to the client's interests and goals.

Tactical-Moves Web Solutions can help put your business or personal website on the world-wide web. Having a presence on the Internet is better and more valuable than a costly advertisement in any print media. We can custom design your website to represent your business or personal interests.

## **Website Design & Development**

### **Design - Ease of Use**

Smart Design is an important aspect of website development. In addition to being visually appealing and socially engaging, your site must be easy to navigate and easy to use.

Your site can be custom built by Tactical-Moves design team! It will be unique, unlike other sites that are created from templates. We will ensure that your company's identity is not lost, but enhanced and promoted by the website. Your site's look and feel will match your marketing materials and the character and image of your business. Responsive concept design – one website that adjust to all device; desktop, tablet & mobile phone. Isn't your company worth it?

### **Development - Form and Function**

Having your website designed and developed by Tactical-Moves team gives the added benefit of functionality and with the integration of customized program agent(s) there is practically no limit to the possibilities! E-Invoice, Web Booking, Online Appointments, Calendars of Events, Portfolios, Job Listings, and Product catalogs are just a few of the applications that you may choose to implement into your next website.

Tactical-Moves have developed several applications by designing and writing code that you can integrate into your site. You may use the apps as they are, or have them customized to fit your needs.

[www.Tactical-Moves.com](http://www.Tactical-Moves.com)

*"Strategies without tactics is a slow road to victory"*



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### Social Media

We've all heard about LinkedIn, Facebook and Twitter and, yes, they are important pieces of your company image and modern-day marketing. Our Internet Marketing experts will select the most appropriate social media venues for your business and help you build up your presence and maximize your reach. All venues will complement & reflect your image.



### RSS Feeds

To add live and constantly changing content to your site you will have an option of adding an RSS Feed – a tool that automatically feeds news or blog updates to your website.

Having sweepstakes or other product promotions on your website is a great way to bring in new visitors and to keep already existing customers interested. It will also allow you to collect contact information for later e-mail promotions.

### E-Commerce

Tactical-Moves have worked hard to develop an e-Commerce package that is easy for you to manage and for your customers to navigate. Have an E-Bay store? We can mirror your store today and save thousands!

We will build an electronic database that will contain a full list of your products or services and integrate it with an easy-to-use shopping cart and a secure check-out process for your customers. You will be able to easily add, change or remove products from the database and change availability and quantity as it changes in real time.

### Reservation & Invoice Systems

If your business provides services that require reservations tied to a calendar and an inventory catalogue, we will build a customized integrated system into your website that is both user friendly and easily managed and updated from your cloud based back-office. E-Invoice included



### Data Mining

Besides improving your customer services and communication and making your back-office structure more efficient, your new and improved website will help you collect and analyze valuable customer information. You will be able to track where your customers come from, how often they visit, their preferences and habits. Such information will allow you to make your sales and marketing efforts a lot more targeted and effective. You will even have a capability to send individualized messages and offer specific products to customers depending on their website searches (think what happens when you run a search on Amazon.com).

### Membership

The Membership or Customer Log-in option allows you to store customer-specific information and to restrict access to certain areas and/or functions of your website to members only. This function also provides security to your customers.



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### Development & Solutions

Tactical-Moves delivers the strategies, tools, people and resources that enable corporate leaders to build and deploy the most flexible, cost effective technology solutions crucial to sustaining their competitive edge in the increasingly complex marketplace

Our team of highly skilled and our qualified professionals have hands-on experience in CSS, HTML, PHP, ASP, .NET, Database, Java, and CMS such as WordPress, Drupal and Joomla.

Our committed teams have a unique blend of functional knowledge, technical expertise, and result-oriented management experience ranging from database management to developing full-scale software solutions.

#### Already have a company website?

Tactical-Moves is now offering a complete evaluation of your company's website

We will provide a comprehensive analysis of your current site to identify areas for improvements and suggest optimal solutions for your specific business. Our websites are touch ready and provide dynamic content.

#### Looking for online presence?

We will create a customized website taking into consideration your specific business needs, cost and marketing requirements.

We will help you choose and register a Domain name: [www.companyname.com](http://www.companyname.com)

Create and set up E-mail at your domain: [JDow@companyname.com](mailto:JDow@companyname.com)

#### SEO & Internet Marketing

It is not enough to have a good-looking and functional website. You need to make sure that it draws traffic, comes up high enough in the Internet searches and brings in the right visitors. There is a multitude of methods to market a website and our experts are well versed in them. We do not just build your website; we make sure that it is reaching the right audience, generating, qualifying, and capturing leads!

#### Tactical-Moves services

##### Small Business IT Assessment

Streamline your business

##### Network Design & Development

Seamless integration

##### Data Acquisition & Development

Utilizing data

##### Branding-Business Identity

Company image

##### Marketing

Jump start your business

##### Market Research

Identify & Investigate

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