



Your Logical Choice

MAXimum Designs

Web site development + maintenance
www.max-designs.com

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It's Time

do it now

The World Wide Web is transforming the way we live. It has become as much a part of everyday life as television, radio, magazines and newspapers.

Information. Shopping. Entertainment.

It's all there. And so is a potential audience of millions. A worldwide audience can be yours for less than the cost of an ad in the local Yellow Pages.

It's time for your business to be a part of it, but it's got to be done right. A bad web site can do more harm to your business than no web presence at all.

do it right

MAXimum Designs will help you do it right. Our staff has worked on web campaigns for many locally recognized companies -

- Wings of Hope
- Cerny & Ivey Engineers, Inc.
- MEDAES
- Assist-2 Sell Rivers Realty
- Southeastern Recreational Helicopters
- Oxy+Plus, Inc.

– and some nationally known company intranet sites and Internet sites for local non-profit churches and companies.

art + technology

Web site development, like architecture, is the consolidation of the diverse disciplines of art and technology.

Just as a good architect needs to be more than a master draftsman, a good web developer needs to be skilled in a wide variety of disciplines including graphic design, programming, advertising and marketing.



The World Wide Web is a new medium, and it can be difficult to decide what type of agency is best equipped and best experienced to handle the assortment of challenges which web development can present.

It's a Matter of Logic

ad agency ≠ web site developer

Many advertising agencies expanded into web site development as a necessity and their existing staff was forced to learn the

web developer's skill set. These employees are often graphic designers or illustrators who are not interested in technology, and they do not keep up with the latest tools and trends. Moreover, they do not have the technological mindset required to generate the web pages they might envision. They learned HTML basics in order to keep their jobs, or they use off-the-shelf web page authoring software, which offers little control over results and generates superfluous, inferior code.

Many agencies have separated their web development staff into two departments – graphics and programming. It is difficult to achieve harmonious results when each department has little understanding of and little interaction with the other.

programmer ≠ web site developer

Many IS/IT consulting firms expanded into web development to make money and their staff has no knowledge or interest in graphic design or illustration. The results are web pages that *look* as though a programmer – rows of text and few, if any, graphics, did them.

web agency = web site developer

The ideal web developer will possess excellent graphic design skills and a complete mastery of HTML, the programming language used to generate a web page. The agency you choose should employ a staff of experienced developers

who possess this unique combination of talents.

MAXimum Designs employees have the experience to handle every aspect of every web site – graphic design, HTML, animation, java, photo enhancement – whatever it takes. And if we don't know it, we'll learn it.

MAXimum Designs was founded in January of 1996 as a web site development agency. We don't develop web sites as a sideline. Web site development is all that we do.

cross-platform + multi-browser

MAXimum Designs develops and tests all sites on both Windows PCs and Macintosh computers – the two most popular operating systems – using both Netscape Navigator and Microsoft Internet Explorer – the two most popular web browsers. This ensures a consistent presentation of your web site to the widest potential audience. You can be confident in knowing that the site you see is the site your audience will see.

development + maintenance

One major advantage a web site has over traditional advertising media, such as print and video, is that changes can be made quickly.

It is important that a web site is well

maintained and is kept up-to-date. The information on your web site must remain current, which means that you need a web site developer that is available to edit your site in a timely manner.

At MAXimum Designs, web site maintenance is one of our primary concerns. We don't just develop a web site, move the files to your server and then disappear. We are always here to maintain your site and make the changes you want, when you want them.

MAXimum Designs has a reputation for making changes fast – most edits are done within 24 hours. We've even been known to make changes during evening hours and on weekends.



less = more

MAXimum Designs strives for the perfect balance between art and technology.

We don't use off-the-shelf web page authoring software – all HTML code is written by hand. We know the inherent possibilities and limitations of web page design. Our web sites follow the modern architectural traditions of "less is more" and "form follows function" – web pages which look good; web pages that load fast; web sites that are easy to navigate.

Our sites meet every requirement by which outstanding web sites are judged.

It's Time for your Logical Choice



Call MAXimum Designs today and find out how affordable a web site can be. We specialize in providing a high quality, economical web presence for small to medium sized businesses, and offer the following services:

- web site development
- transfer of files to server
- assist with domain name acquisition
- assist with site hosting acquisition
- search engine registration
- internet yellow page registration
- logo design
- graphic design
- commerce sites
- on-line catalogs
- javascript
- web animation
- banner ad design + placement



Visit our web site at www.max-designs.com and browse through some of the sites we've done for our clients. The site is open 24 hours a day, 365 days a year! Or give us a call Monday through Friday at 770-925-3960 from 9 AM – 9 PM eastern with emergency service on weekends and holidays.

what a web site can do for you

- provide information about your main product or service
- advertise and promote new products or services
- provide investor information: 10K, 10Q and stock quotes
- offer customer service 12 hours per day and emergency service on weekends and holidays
- provide the answers to frequently asked questions
- reach new markets – throughout your local region and throughout the world!
- recruit new employees through use of an employment opportunity listing
- accommodate the easy transfer of documents such as spec sheets and price lists
- provide customer feedback through the use of an on-line survey

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<http://www.max-designs.com/brochur.html>.

basic internet terms

browser The software used to gain access to the world wide web. Netscape Navigator and Microsoft Internet Explorer are examples.

domain name The portion of an internet address owned by an individual or corporation, e.g., max-designs.com.

HTML HyperText Markup Language. The programming code used to define how a particular web page will appear when viewed on a web browser.

ISP Internet Service Provider.

modem A hardware accessory, which allows data to move between computers and the internet.

plug-in Software enhancements to a web browser, which enable it to perform extra functions, such as playing music or displaying movies.

server The computer where web document and image files are stored.

URL Uniform Resource Locator. A full internet address:
<http://www.max-designs.com>

