



About WRIS

WRIS, Inc. is a Cleveland web design and development company founded in 1996. Since our inception, our primary objective has been to develop practical websites and nurture long-term client relationships. We're committed to understanding your business and goals before we even begin your web design project. This approach helps us deliver a finished product that reflects your message, increases profitability and supports steady growth.

The WRIS team is comprised of designers, programmers, project managers and search engine optimization experts specializing in all aspects of web development. We provide start-to-finish web site services including strategic project planning, graphic design, programming, search engine optimization (SEO), web and email hosting, spam and virus filtering, and website analytics.

We develop custom web applications as well as standard modules that can be added to your website. Examples include the WRIS Content Manager, Online Stores, The WRIS Email Engine, Event Calendars, Updateable News Teasers and more.



WRIS has been awarded ten Web Awards for excellence in website design and development since 2003.



Our office is conveniently located in Warrensville Heights on Miles Road between Green and Richmond, across the street from Lowe's Home Improvement.

**growing websites
for growing companies**





Web Marketing:

With so much competition on the Internet, visibility for your web site is critical. WRIS can help you optimize your site by focusing on the three components of a successful web marketing strategy:

An Effective Website: The keys to an effective website include a clear message, smart navigation and compelling imagery. WRIS can help improve the content and format of your site to align with SEO best practices.

Search Engine Optimization (SEO): With over 50% of traffic to websites originating from a Search Engine such as Google, it is important that your website is listed as one of the top results when someone searches on a topic. Search Engines use a variety of factors to determine which sites get listed first on a page including quality of the content, site structure and the number of links to a site. Our proven SEO services include: keyword research, website analysis and optimization, directory submission, monthly reporting, and link building.

Pay Per Click (PPC) Advertising: PPC are online ads that appear next to search results, on news sites, in your email program and many other online places. PPC has a huge advantage over traditional print media in that it better targets your audience, while providing many more impressions for a fraction of the cost. The important considerations when doing PPC include effective ad copy, a compelling landing page and comprehensive keyword selection. Our PPC services include: keyword research, ad development, campaign set up, analysis and optimization, and monthly reporting.

Whether you're starting from scratch or building on an existing foundation, WRIS can help make your web marketing effort a success. Our SEO and PPC packages were developed to meet the needs of all clients - both large and small, and include a one-time implementation fee followed by a monthly service fee to ensure your web site gets the attention it needs constantly.

Your Effective Website:

- ✓ Clear Message
- ✓ Smart Navigation
- ✓ Compelling Imagery

Search Engine Optimization:

- ✓ Quality Content
- ✓ Solid Site Structure
- ✓ Many Incoming Links

Pay Per Click Advertising:

- ✓ Effective Ad Copy
- ✓ Compelling Landing Page
- ✓ Comprehensive Keywords

These three components used in tandem are the key to a successful web marketing strategy.



Hosting Services

Website Hosting: As the web has increasingly become mission-critical for most organizations, hosting reliability is a must. When you host with WRIS, if you encounter problems, you won't write up a complaint ticket and wait to hear from someone. Instead, you'll get an actual person on the other end of the line who can fix the problem promptly. Just as importantly, when you host your site with us, we can more easily and effectively integrate and support other pieces of your technology strategy.

Email Hosting: WRIS hosts thousands of POP3 email boxes. This service comes with our Postini-powered spam and virus protection and a handy web interface that allows users to check their email through any web browser. Our hosted email service easily integrates with popular email clients such as Microsoft Outlook and Outlook Express.

FTP Hosting: Our FTP hosting service provides clients with secure storage space on our servers allowing users to transfer files via FTP. A full-featured, web-based FTP client keeps file transfers simple without the need to purchase or install additional software.

Email Spam & Virus Filtering: Why waste time and money cleaning out your inbox, paying for anti-spam software subscriptions, or constantly rebooting your bogged down mail server when you can block spam or virus-infected email from reaching your network or server?

The WRIS anti-spam and virus email service is easy to setup and maintain, and doesn't require you to do anything other than optionally view your quarantined messages using your browser. Our spam and virus filtering service is so accurate and effective that in most cases our clients have forgotten about the inefficiencies associated with junk mail within days.

Audio & Video Streaming

WRIS now offers a complete audio and video streaming solution. Broadband Internet access has become more popular in recent years, which provides the opportunity for rich media to enhance web sites and applications. The possibilities are endless - some example uses include:

- Product demonstrations
- Sales presentations
- Employee training
- Live event broadcasting
- Event archival for playback



WRIS Content Manager

The WRIS Content Manager enables you to login to a simple web-based management area to add, edit and delete news, articles, products, or any other content that changes frequently. This feature saves you time and money, gives you complete control over your own site's content and makes it easy to keep your site accurate and up-to-date. Because the Content Manager is a web-based tool, there is no software to install and your site's content can be managed from any computer with a web browser and internet connection.



1 Login to your secure Content Manager

2 Select the area of the site you need to update.

3 Select an item from the list to edit, or click "add press release" to upload a new item.

4 Modify or add text to the form fields, upload PDFs and photos, then click "edit."

5 Your site is updated!

*** You can add administrators and assign specific areas of the site they can control.**

*** The intuitive interface makes updating website content as easy as filling out a form and clicking "submit" - no technical skills or programming expertise is necessary.**

*** Try our Content Manager for event calendars, press releases, FAQs, photo galleries, online stores and more!**



WRIS Email Engine

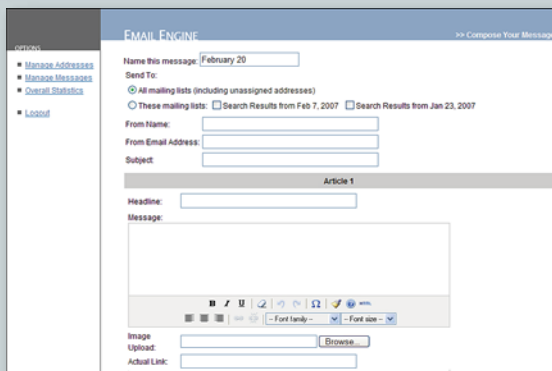
The WRIS Email Engine allows website owners to compose and send targeted, emails about special offers, product announcements, job opportunities, news, and events to different groups within your email database. Because the Email Engine is a web-based tool, there is no software to install and your mailing list can be managed from any computer with a web browser and internet connection.



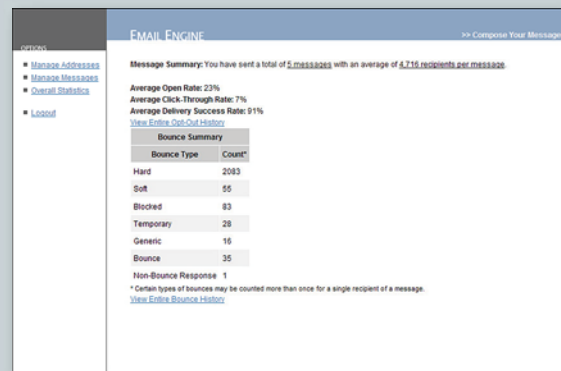
The Email Engine helps you reach out to existing and potential customers, build a database of contacts and increase traffic to your website. Key features include:

- Manage your mailing list through an easy-to-use, web-based interface.
- Track how many people open and read your emails with “open rate” statistics.
- Identify the number of recipients who click links within your email, and which links they click.
- Enjoy hands-free management of bounced emails. The WRIS Email Engine automatically unsubscribes bounced addresses and lets you know who has been removed.
- Enable recipients to unsubscribe at any time.
- Categorize your mailing list subscribers so you can send emails to specific groups.

A one-time set up fee includes a custom designed email template to match your specifications, email database import and integration with your current website. Monthly fees are based on the number of subscribers in your database and how many emails you send per month.



An easy-to-use web-based interface allows you to create template-based messages by filling in a form, formatting text and uploading images.



Track email success with detailed statistics such as open rate, click-through rate, opt-out history and bounced emails.



Our Process

We begin all projects with a planning phase, proceed into graphic design and HTML implementation, and finish with programming, testing and launch. Our phased process is outlined below:

PLAN:



- SEO Considerations
- Site Map Creation
- Project Plan Outlining
- Development Meetings

Our ability to achieve project goals depends upon the planning portion of our process. During this time, we provide research, careful organization and strategic consulting that will become the foundation of your project.

DESIGN:



- Design Concepts
- Design Revisions
- HTML Implementation

Once the plan is in place, we will create graphic layouts that capture the look and feel of your organization. Once approved by you, we will create HTML templates for all unique pages of the site.

DEVELOPMENT:



- Build Content Manager
- Program Site
- Perform Testing
- Launch Site

The development phase incorporates all elements of the plan and approved design into the production of a completed, thoroughly tested and fully functional website.

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grow:
IT STARTS WITH A DREAM



Custom Web Applications

Over the years, we've helped many companies work more efficiently by creating custom web applications tailored specifically to their unique business model. The following web applications are just a few examples of the custom programming solutions we've developed for our clients:

Online Gift Certificate Program, *IncentRev*

Built completely from scratch to fit their unique sales model, this web application allows broadcast media clients to generate revenue directly from their website by trading service and hospitality gift certificates for media exposure. Radio stations login to IncentRev's Account Management Console (AMC) to customize their storefronts and launch gift certificate offers based on specific start times. When listeners buy certificates from the stations' website, they are automatically added to that station's mailing list through an integrated email engine. The AMC also allows clients to upload account information for local merchants, view inventory, set up sales calendars and send out promotional emails.



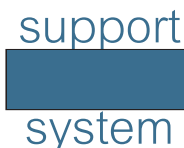
Online Design Tool, *Cabinet Liquidators*



This highly functional design tool is a Rich Internet Application (RIA) built in Flash that simplifies the process of designing a kitchen or bathroom. It allows users to create the basic layout of their kitchen, add appliances and then customize their cabinets to fit the space. The tool's visual interface makes it easy-to-use for novices and repeat customers alike, and all kitchen layouts may be saved and recalled at a later date.

Support Ticket System, *WRIS & IncentRev*

The support ticket system can be integrated into a service company's intranet, content manager or ordering system and provides an easy, organized method for tracking and solving support requests. Many of its automated tasks such as ticket numbering and color coding help companies cut administrative costs and resolve issues more efficiently.



Communication Enhancing Applications, *KraftMaid Cabinetry*



Through a partnership with O-L-I Interactive, we've developed many online tools designed to help KraftMaid Cabinetry communicate more effectively with resellers and consumers. Examples include: order status lookup, literature requests, satisfaction surveys, warranty registration, order confirmation, discussion forums, training videos and more.



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