



ASI Insider



Volume III Issue III

ASI Renovates Website to Improve Usability, Look and Feel

If you've noticed the "New Website Coming Soon!" text on ASI's home page, you're not alone. Backed by popular demand, ASI began work on a new and improved Web site earlier this year. Katie Jo Cordes, Client Relations Manager, and Rachel Survil, Marketing and PR, worked with Ron Zasadzinski, Web Designer, and owner of CodeGeek.net, a local web design firm. Studying the latest information on Web site development, client needs and Web 2.0, the team worked to create a resource to benefit both ASI's current and potential clients.

"The new website is a great tool for clients and prospects," Rachel Survil, Marketing and PR, said. "We included lots of valuable information - not only about ourselves, but also our industry. We want our users to know they can turn to us for advice, information, resources and help -that's what we're here for."

The site, which will be continually updated with variety of Webcasts, videos and white papers, includes a rotating Tip of the Week for quick technical tips. It also will allow for easy support-ticket logging, and features a variety of interactive sections.

"We have put a great deal of research into the Web site content and will keep it updated with the latest and greatest information. Our goal is to make it an extremely valuable resource for our current and future clients," said Katie Jo Cordes, Client Relations Manager.

The culmination of nearly a year's worth of planning, content composition, graphic design and programming have culminated to the October 7th launch. If you have any suggestions for ASI's new website, e-mail Rachel.Survil@ASIsucceed.com.

For more information on Ron Zasadzinski's Web design company, Code Geek.net, visit his website at www.codegeek.net.