



Wood Street, Inc.

Wood Street Line Card of Services

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We've simplified the contracting process by developing cost-efficient line card offerings for nearly every service we offer.

Cut cost, not quality

We've used our extensive experience and the resulting efficiencies to pass along time and cost savings to you. When you require additional features and custom development, we continue to pass savings on to you by offering reasonable rates and the time-efficient service of senior-level professionals.

However, we offer the best prices for the kind of quality you need, not the cheapest prices. We don't try to meet the best price you might find from our "competitors" for any individual item purely because you won't get the best quality and a clear understanding of your story for that price.

If you want quick, dirty, and cheap, we are not your vendor. If you want something that is appropriate for the way you do business, that will enhance and extend your image, and that will engage your audience, you will not find a better price for the results than you will with Wood Street.

Keep our hourly retainers in mind for ongoing maintenance and timely consultation. We extend ongoing discounts of 10% or more for extended hourly contracts as well! (Please call us for additional information on retainers)

Services Menu

- [Web and Interactive Media Design and Development](#)
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- [Multimedia and Presentation Packages](#)
- [Learning and eLearning Solutions](#)

If you are interested in any of the following services, please [contact](#) Wood Street or call for pricing and information (301) 668.5006.

Web and Interactive Media Design and Development

- Interface and web design
- Complete HTML and CSS development
- BLOG, RSS and Podcast integration
- Full content development: copywriting, image design, interactive multimedia
- Web applications and data management tools
- Online forms management with data analysis and reporting
- Video/audio streaming
- Ecommerce: shopping cart integration (template development for recommended shopping cart system), online payment integration (secure certificate purchase, setup of payment gateway with host, assist customer with online credit card payment account, etc.
- Database Application Development - including but not limited to:
 - ASP and ASP.NET



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- ColdFusion
- PHP
- CGI
- Perl
- VB
- C++
- SQL and MySQL
- Java and JSP, etc
- Opt-in broadcast email management (gathers mailing list from contact form, manage list through web browser, compose and send email to list with web browser)
- Coordination with host, including domain setup, email setup
- Hosting - Wood Street provides many levels of web hosting. Our packages include the following:
- Windows and Unix Hosting Platforms
 - Virtual Web Servers
 - Email Hosting and Support
 - Full eCommerce
 - Application and dB Hosting and Support
- Web Site and Interface Design
- Custom Flash and New Media Development

[Contact Wood Street](#) for more information

iMarket Internet Marketing Solutions

iMarket Internet Marketing Services is Wood Street's search engine and Internet marketing solution. Our goal is to help you drive quality and qualified traffic to your web site.

By staying on top of the latest trends and inside tips and tricks we are able to get you the types of listings necessary to get you the traffic you need. If you have not signed up for our iMarket post launch marketing plan and you would like to, please contact Wood Street today.

iMarket works by using a series of key processes. They are detailed as follows:

- Competitive Analysis
- Perform an extensive search to determine what sites in your industry are in the top ten positions of the search engines
- Determine how they got there and how to position your site ahead of them.
- Apply this information to continued iMarket efforts
- Keyword and Meta Tag Development
- Combine information gathered during client surveys and from competitive analysis into a Meta Content proof sheet for client review
- Develop keywords and Meta tags that will be placed directly into the code of your site
- Search Engine Registration
- Register your URL to the top search engine directories
- All potential registration fees are cleared by the client and then billed to the client (the fee schedule may be included in the up front development costs)
- Registration alone does not guarantee placement
- Follow-Up
 - At the 4-6 week timeline following your initial registration, Wood Street will check your listing status and make any necessary adjustments at that time
- Search Engine Optimization
 - Thoroughly review your site's graphics, content and architecture to look for any possible search engine road blocks.



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- Add ALT tags to all graphics and optimize content.
 - Adjust design and HTML where necessary to provide engine spiders and directory viewers easy access to relevant content.
- Marketing Maintenance Plans (monthly or quarterly options)
 - Continuously look for listing opportunities in local and industry specific search engines and directories
 - Update meta content to keep site current in the online marketplace
 - Provide quarterly or monthly upgrading suggestions to increase site's overall optimization
- Web Site Audits
 - **QuickAudit** surveys the home page and one other major page. An overview of the site's Search Engine performance and 508 (Americans with Disabilities Act) compliance. Please contact us for pricing.
 - **DeepWeb** takes an in-depth look at the entire site or some subset based on client needs. Includes Search Engine performance and 508 (Americans with Disabilities Act) compliance. The fee for this audit is based on the number of pages analyzed; some or all of the fee may be applied to site development by Wood Street. Please contact us for pricing.
 - **SEO/Analysis** takes an in-depth look at the Search Engine performance of the site and offers suggestions for improvement. The fee for this audit is based on the size and complexity of the site; some or all of the fee may be applied to site development by Wood Street. Please contact us for pricing.
 - **508 Friendly** analyzes the site for 508 (Americans with Disabilities Act) compliance and lists specific steps needed to bring the site into compliance. The fee for this audit is based on the size and complexity of the site as well as the components of section 508 considered; some or all of the fee may be applied to site development by Wood Street. Please contact us for pricing.
 - **Security Plus** looks at your site from a security perspective: Are your cookies handled safely? Is your shopping cart secure? Directories closed to outsiders? Please contact us for pricing.
All of our audits can give you a blueprint for your site's future success. We are as honest as possible so that the content is as useful as possible.

Our comments are strictly opinions based on past successes and failures plus our experience and research. The tips we offer are not intended as guarantees. However, if you follow our advice we believe that you will see enhanced Internet Marketing results.

[Contact Wood Street](#) for more information

Identity, Graphic Design and Advertising Services

Our identity and branding process includes the following services:

- Initial consultation to understand your story and ask the right 'first questions' to help us target your design appropriately.
- Research, creative direction
- Logo design and treatment options
- Business card layout and prepress
- Letterhead layout and prepress
- Envelope layout and prepress
- Fax cover layout and document
- Return address label layout and prepress based on the selected image (1x2 5/8 inches)
- Large mailing label layout and prepress based on the selected image (3 1/3x4 inches)
- Full scale product packaging
- Pre-printed forms
- Templates for letterhead, envelopes, fax cover, and large mailing labels in Illustrator, MS Word, or PDF form format
- Brochure Design and Prepress
- Standard Folded Brochure Design and Prepress



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- Custom folders and full page data sheets design and prepress
- Full color sales sheets
- Custom packaging
- Disc wallet/brochure combinations
- CD inserts
- Booklets, custom shapes and folds
- Custom design and layout of typical 2 or 4 color ad or postcard (one design, one round of modifications)
- Content editing for ad or postcard
- Newspaper or Magazine Ad Design and Prepress
- Printing
 - Like design and development for print, the cost of printing is widely variable and depends upon color choices, paper choices, quantities, and many other options. We will help you make the right choices throughout the design process to get the best, and most cost effective, printing for your materials.
- Content Development and Editing
 - Wood Street uses various talents for its writing solutions. Please [contact us](#) so we can match you with the correct solution to fit your content development needs.

[Contact Wood Street](#) for more information

Flash Multimedia Presentations

Wood Street has developed a number of web and CD-ROM delivered interactive multimedia projects for small and large business, government agencies and associations. Our interactive solutions include:

- Flash animation, ActionScript and Audio/Video file streaming and integration
- Reusable Presentation Template Design for MS PowerPoint
- Design reusable presentation template or “skin” based on existing corporate image (with some adjustment for electronic medium)—title and content master backgrounds, content treatment styles, transitions

[Contact Wood Street](#) for more information

eLearning and Training

Wood Street offers a variety of intuitive training and learning solutions. Because of our extensive learning and training offerings, all of our solutions are custom to the client's needs. We develop these solutions based on need, content, learning environment, the learners themselves and finally cost.

Our goal is to build learning solutions based on needs as well as cost justifications. We want to create a scenario wherein you see better training results, an increase in productivity and/or effectiveness in your team and a decrease in your overall training cost structure.

Our Learning Solutions are as follows:

- Blended Learning Solutions - Solutions that incorporate both standard learning and electronic learning solutions together to maximize the end result. Pre and post assessment tools combined with a sales training curriculum would be a good example of blended learning.
- eLearning Solutions - These are exactly what they sound like, electronic learning solutions. These solutions are based on the latest technology and can be computer based, web based or both. Some of the benefits to using e-Learning include:
 - Reduction in overall training costs
 - Better tracking of training results in a team or individual



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- More accountability overall
 - Better employee retention
- Software Training
 - Wood Street is a Macromedia Partner and has staff certified in Flash and Dreamweaver. We have trained many clients on these and other software, empowering them to manage their own web presence. We can train your staff on the following:
 - Adobe Contribute
 - Adobe Dreamweaver and Fireworks
 - Adobe Photoshop and InDesign
 - Google Analytics

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