

Why Do You Need a MicroSite? . . .

- * You need to market a specific program.
- * You need a compliment to your advertising campaign.
- * To announce or highlight a new program.
- * A MicroSite is a quick and easy way to offer targeted advertising.
- * Full traffic reporting can help you gage the effectiveness of your site, and all your online advertising.

EDU Internet Strategies MicroSite Development

What is a MicroSite?

A MicroSite is a web site, designed for a **targeted audience** with a **single theme**. It operates as its own domain consisting of 25 web pages or less. University clients are finding that a microsite, viewed in the context of advertising, allows students to get a focused perspective before moving on to the full institutional web site. MicroSites become a **gateway** to the institutional site, presenting the right message to the right audience at the right time. MicroSites allow **flexibility** in design uncommon to the university environment and give your marketing efforts top priority.

EDU can create
the optimal MicroSite for you!

Here are some examples of our work!

<http://www.BrockPortAbroad.com>
<http://www.umhbgrad.com>
<http://www.wiscabroad.com>

EDU's staff of professional web site designers and technicians will create a **search engine optimized** template and our graphic artists and copywriters will help with captivating content. We can match your current web site's look and feel, or introduce a new look in a matter of weeks.

At EDU we believe that **web sites are marketing tools, not software programs.**

Let us build your online advertising gateway!

For more information contact us at info@EDUInternetStrategies.com or +1-610-499-9200