

Maximize Your Internet Presence

Internet Offering Overview



Quicksilver Associates is a strategic and creative communications firm based in Chicago and serving clients nationally.

We have extensive experience working with professional services firms, including more than a decade supporting BDO.

When you work with us on an online project, you benefit from our 34 years of accumulated experience in marketing/communications consulting, creativity, and technical solutions.



Our Internet Offering for BDO Seidman Alliance members comprises the following elements:

- 1. An efficient Plan | Design | Build process**
refined over 15 years of Internet experience.
- 2. A personalized site**
that provides a unique and professional identity while managing cost.
- 3. An easy-to-learn content management system (CMS)**
so you can keep your own site fresh.
- 4. Managed site hosting**
with a high level of protection against malicious intrusion.
- 5. Optional solution components**
to maximize the value of your Internet presence.
- 6. An accomplished project team**
and project leader dedicated to success as you define it.

Maximize Your Internet Presence

Internet Offering Overview



1. Plan | Design | Build process

Plan

- Site Map (typically includes Home, About Us, Services, Industries, Resources, Contact Us)
- Content Plan
- Site functionality and features

Design

- Customize the chosen template (color palette, typography, image search and selection)
- Create interface assets for page construction (buttons, icons, layers)

Build

- Set up site and content management system (CMS) database
- Create required number of pages
- Implement optional CMS features (e.g., Calendar of Events, FAQs)
- Link optional third-party services to the site (e.g., document sharing, financial calculators, newsletter services)
- CMS training and content loading
- Identify keywords for basic search engine optimization (SEO)
- Test and publish

2. A Personalized Site

While we use templates to accelerate site construction and manage your costs, we also work hard to personalize the site to reflect your firm's strengths, your existing branding, and other relevant factors.

We recognize that every firm is different—and that your website can represent your unique character and offerings without breaking the bank.

3. An easy-to-learn content management system (CMS) Plan

Quicksilver builds content management functionality into your site so that company staff can keep content accurate and fresh. Our solution is easy and intuitive to learn and to use.

Features include:

Change Content

- Update most file types, including text, PDF, images, and video.

Change meta data

- Update elements (e.g., keywords, page titles) that are critical for search engine optimization (SEO).

Contact management

- Control your Contact Us form, and manage the data the form collects from site visitors.

Security

- Log-in accounts for content editors are managed through a secure administration area.

Special modules

- You have the option to include modules designed to manage news items, events, FAQs, links to other sites, and more.

4. Managed Site Hosting

Through a hosting partner, Quicksilver provides a high-quality managed hosting environment at a secure data center featuring Tier 1 Internet backbone providers and equipment.

Features include:

Technical support

- 24/7 technical support and repair, with rapid replacement of hardware.

Back-up

- Database content and applications are backed up daily, with offsite data storage.

Outage protection

- Redundant power sources (battery, generator) to maintain against outages.

Server Security

- Includes firewalls at the network level as well as at the application (site) level.

Website reporting

- All clients have 24/7 access to detailed website traffic data reports.

5. Optional Solution Components

We offer a variety of Quicksilver services, and can integrate requested third-party solutions into your site.

Options include:

Internet Marketing Strategy

- Assist you to develop goals and objectives, an implementation plan, and metrics.

Search Engine Optimization

- The site we build for you already includes basic tactics for getting your site indexed by search engines, and for monitoring SEO data. Our optional SEO services build on this baseline to improve the visibility of your site and your business over time.

Social Media Services

- Advisory services to help you invest appropriately in these evolving tools.

Blogs

- Set up a blog on your site to create fresh content and increase your indexable pages.

Content Services

- Writing and editing for firms without a dedicated marketing manager.
- Creation of podcasts for communicating specific topics in depth.
- Creation of online video files.

Newsletter

- Integration of your third-party newsletter into your website, or creation of a newsletter.

Email Templates

- Creation of templates to match your site, and consulting on email campaigns.

Flash Animation

- Creation of a Flash banner or other animated element for your home page.

Secure Document Transfer

- Integration of secure document sharing with clients.

Financial Calculators

- Provide a variety of calculators to your clients via your website.

6. An Accomplished Project Team

Account Executive

- Manages the business relationship and ensures the project team delivers what is promised.

Project Lead

- Your project lead will be an experienced Internet Solutions provider who is both marketing consultant and project manager. He/she also tests the site before it goes live, and trains you in how to maintain the site using the content management software.

Designer

- Customizes the interface design to your needs and provides optional elements such as Flash animations and identity design.

Developer

- Builds the site and the content management system, and integrates third-party data and functionality.