

Red Deer express

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CENTRAL ALBERTA'S COMMUNITY NEWSPAPER SINCE 1946



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Four seconds is all

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BY TREENA MIELKE

Red Deer Express

Helping her clients harness the power of the Internet to its maximum potential is a top priority for Nancy Pollreis.

The founder of Central Alberta Web Development, Inc., Pollreis works tirelessly to ensure clients get the best bang for their buck when they use her service.

"Statistics say that because we live in this age of so much information, that in order to get anyone's attention you have a four-second opportunity," she said. "Users type in key words, click on the top 10, and if you haven't caught their attention in four seconds, they're gone."

Pollreis, who lives and works in the Red Deer area, has a degree in computer science, masters in business administration and more than 25 years of experience consulting in applying technology to business process in both Canada and the U.S.

A single mom of two daughters, Rosie, 13, and Lily, 11, Pollreis began the business about a year ago with the intention of providing clients with advanced solutions to their web site development and marketing needs.

To enhance her services she has partnered with some of the world's best technologists, business personalities, graphic artists and creative minds.

Pollreis believes passionately in what she does.

"Every business needs a web site that has a marketing impact that clearly defines who you are and can quickly provide customers with quick access to what you're trying to achieve."

Clients who use the Central Alberta Web Development Inc. have the choice of managing their content once their site is implemented.

"We spend two to three hours training clients on how it's done," said Pollreis.

Central Alberta Web Development, Inc. also does branding through the reuse of graphics and other completed work.

"By reusing what has already been created, customers can save thousands of dollars in graphic design fees," she said.

CAWD Services also include the marketing and printing of graphic artwork and online e-commerce shopping carts and catalogues.

For more information check out their web site at www.centralalberta-webdevelopment.com

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