

## **Media Contact**

Kathleen McEntee  
Kathleen McEntee and Associates, Ltd.  
760-262-4080  
[KathleenMcEntee@KMcEnteeAssoc.com](mailto:KathleenMcEntee@KMcEnteeAssoc.com)

## **New Launches and Makeovers Keep Business Fresh in Coachella Valley**

**Cathedral City, CA (October 19, 2009)** — Thetford Web Development announces the launch of eight new business websites and three website makeovers.

These days, if you are not on the web you are not in business – no matter what business you are in or where you are located. Customers rely on websites for information to make informed decisions in an economy that is making competition more fierce and expanding competitive “geography”. Without a compelling website that describes what you do, how you do it and how your product or services are unique, you are losing business.

Stacy Thetford, president of Thetford Web Development, understands, “A company that doesn’t have a presence online is missing an essential business tool. If potential customers can’t find you in a web search, they will most likely find one of your competitors to fill their need. It used to be the yellow pages, now it’s the internet”.

And, just as retail business re-merchandise their locations almost daily, you need a new look online every so often to keep current and remind users of information or content that is relevant. In this age of information overload, people are used to finding up-to-the-minute information. A redesign keeps your business top of mind and gets people talking.

Thetford continues, “It is important for businesses to stay fresh. Redesigning your website will make people notice things that perhaps they hadn’t seen before and ensure that any business and service enhancements that you have made are reflected on your website. It also allows your site to be up-to-date technologically”.

Your company website can lead to more business in just a few clicks.

Thetford Web Design proudly highlights the following local business websites:

### **New Launches**

Women Supporting Women Fashion  
Audio Video Simplified  
C-Innovations  
Cabinets by Precision Works  
Decoboard, Inc.  
Salon & Spa Marketing  
Fayetteville Technical Community College Defensive Driving  
How To Throw a Golf Club

### **Makeover**

Lindsey Doors  
Palm Desert Chamber of Commerce  
Take5 Cosmetics

### **About TWD**

*Thetford Web Development, Inc. is a full service website design and development firm located in the Coachella Valley of Southern California. TWD works from concept to delivery, turning visions into websites that create online solutions reflecting each business’s style and operational needs. Thetford provides quality, user-friendly web designs, and is known for outstanding customer service, response, and on-going support. For more information about Thetford Web Development, call (760) 902-2842 or visit [www.thetfordwd.com](http://www.thetfordwd.com)*