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2011 Will Be Biggest Year Yet For Web

Thetford Web Development Responds with Expansion

Cathedral City, CA (November 30, 2010) — If you think Black Friday and Cyber Monday had the lines buzzing, just wait for 2011. That's what Stacy Thetford, President of Thetford Web Development (TWD) is predicting. "Businesses know that if they do not have a website, their competitors may be getting the business. And, we are seeing them finally understanding that do-it-yourself requires too much time and doesn't look as professional" comments Ms. Thetford. Thetford, who has been designing websites for over 11 years and celebrating 5 years in business on her own in January, has seen websites evolve from brochureware to a marketing and customer service necessity.

Businesses now see their website as essential to having a presence in the market and communicating with customers and prospects. In fact, having a professional presence allows small businesses to expand their reach beyond local geography and compete with larger companies - many times winning business by showcasing their flexibility and ability to customize.

While technology sets a level playing field, it is not only all about technology. In fact, at TWD, it is all about customer service - *live*. "I learned years ago that it is the customer who is king (or queen)" states Thetford. "It is our focus to provide our clients with a website that reflects how they want to represent their firm and responds to their needs. But, it is maintaining regular communication that sets us apart". That is why Thetford is expanding to not only respond to the firm's growth in 2010 but to plan for what she sees as greater demand in 2011.

Cara Engmark, Account Executive, has recently joined TWD. Engmark, who brings 6 years of marketing and customer service experience to the TWD team, will be concentrating on expanding the Thetford client base by helping firms interested in building their web presence. Whether creating a new site, refreshing an existing site, or expanding website capabilities such as shopping cart options, TWD's customer-centricity will provide sound solutions and practical options that suit each client's unique needs. "Websites are an integral part of business growth" notes Engmark. "I am looking forward to expanding the TWD reach and helping more valley businesses leverage their website to grow their business."

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.

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