

# NIGHT OWL DESIGNS

Web design, Logos, Hosting

## Night Owl Designs

### *Services*

#### Overview

Here at Night Owl Designs we take pride in our work and pride in the services we offer to our small and medium sized customers. Whether you want a new website, redesign of an existing website, a new logo or a redesign of an existing logo, print media for your business or custom work, we will put 100% of our focus and experience into each project.

Please feel free to read on about our services and choose which one is right for your businesses needs.

#### Web Design Services

Here at Night Owl Designs, we believe that websites should be smart and simple. True value on the Internet is not just about prices, it is about giving your customers a reason to come back to your site time and time again. Night Owl Design's design team is well versed in creating custom websites, which not only showcase your business' unique capabilities, products, services and solutions, but also make it easier for potential customers to do business with you. We design all of our sites with your customer in mind.

A truly valuable and efficient website combines established conventions, emerging technologies and best-practices and proven marketing principles with:

- High-quality custom web design
- A clean, usable and accessible interface
- Relevant and pertinent information
- Easy to read and navigate layout
- Cross-browser compatibility

[Tell us](#) about your project and let us help you.

## Print Design Services

When you are talking about interactive design, most people think of pointing and clicking their mouse and watching a flash presentation. Now, when you give customers something that they can feel and hold, then design becomes something much more. Whether it is a brochure or a unique business card, we help customers touch and feel your brand.

A truly great idea can combine and house so many forms – a glossy and stylish brochure, an eye-catching business card or a crafty newsletter. At Night Owl Designs, we take it one step further and combine great ideas with solid and reliable execution, so that you have the technical knowledge behind your project.

[Tell us](#) about your project and let us help you.

## Search Engine Optimization Services

Get the right kind of traffic for your website. Search Engine Marketing (SEM) means marketing your website to the search engines to gain visibility. The three key components of SEM are:

- Site Optimization
- Pay-Per-Click Marketing
- Link Building

The ultimate goal of an SEM campaign is to increase traffic to your website, but not just any traffic. The customers that come to your website should be qualified, relevant traffic, ready to purchase a product, download a demo, fill out a form, or whatever desired action is appropriate.

Search Engine Marketing is a critical component of your marketing strategy. Like any marketing campaign, you need to rationalize the expense of the marketing with the projected revenue from the new business that is generated. In the majority of cases, a well-executed Search Engine Marketing campaign will pay for itself many times over.

Please [find out](#) today how Night Owl Designs can help your business attract the right customers.

## Web Site Hosting Services

Night Owl Designs offers premium website hosting services which provide you with the piece of mind that your website will always be up, secure and accessible. Night Owl Designs partners with several web hosting companies to give your website a home with dedicated connections, security, web space, reliability and e-mail hosting.

Please [find out](#) today how Night Owl Designs can house your website.