



***Thank you for considering SalzMedia as your
web design and development resource.***

SalzMedia provides the essential skills to meet the most challenging requirements in web development specializing in clean design, well thought out navigation, thoroughly tested development components and Apple iOS mobile compliant animation.

Providing fresh innovative solutions and great search engine optimization are key services that will enhance your strategic market positioning to boost your company's web presence.

With over 12 years of experience developing effective and innovative websites, I believe strong client relationships and open collaboration provide the framework for success. My competitive advantage stems from a successful background in excellent design combined with first-rate technical expertise.

Exceptional Design...

Fast and Accurate Production...

Outstanding Project Management...

Proven skills assured to create a world class website.

Services Include:

- Creative Conceptualization
- Web Design and Development
- Site Architecture
- Site Enhancement and Maintenance
- Custom Programming/On-Line Databases
- e-Commerce Solutions
- Site Hosting Consultation
- SEO – Search Engine Optimization
- Consultation/Training
- Multi-Media Presentations
- E-Marketing Campaigns
- World Class Customer Support

Cynthia Salzman
Web Designer / Developer

Web Design and Development – Case Studies:

Boyden World Corporation

Boyden is a global executive search firm located in New York with offices spanning 70 countries.

Challenge:

The existing brochure site required automation, visual enhancement and multi-level search capability to service both customers and candidates. Requirements were to retrieve and combine data from 70 individual offices world wide through an efficient, accurate and cost-effect method.

Solution:

We developed an Administrative backend web application allowing each office to login to a secure section of the site to submit and update information. A German version of the website was also developed to accommodate four offices in Frankfurt, Berlin, Dusseldorf, and Munich.



Conference Registration Website Boyden World Corporation

Boyden World Corporation needed a “one-stop” location for their numerous global conferences held throughout the year.

Challenge:

Eliminate site duplication costs. Previously, individual offices were responsible for hosting a conference which included the development of a unique website for every conference.

Solution:

We developed a password protected extranet site designed for all Boyden offices. The website was developed to facilitate conferences in any country location, payment processing regardless of currencies and content management to accommodate all unique conference details. Additionally, the new site included membership login, attendance tracking, multi-currency payment processing, conference meeting scheduling, optional site specific day trips, agenda calendars, guest speaker bios and event details.



The estimated cost savings was approximately \$20,000 a year.



Web Design and Development – Portfolio:

APGSA

The Association of Problem Gambling Service Administrators (APGSA) is a national organization, formed in 2000, to help state governments facilitate an informed and unified voice for the development of publicly funded problem gambling services.

SalzMedia is providing a complete redesign for the APGSA's front and backend. Converting existing data to a scalable solution, implementing a custom .NET content management system, refreshing existing data displays with dynamic charts, national data displays and a new back-end administration area for state members providing government officials 24x7 access to maintain information on funding and services.

– Project is currently in development.



HFBC

HFBC.biz is a Technology Staffing company located in the heart of NYC.



Russ Preston – Minor Third Records

A blues musician for the past 20 years, Russ Preston recently released his new album "Back Home To The Blues." Mr. Preston needed a site with a cutting edge design to work with the CD providing a complete branded package for record companies and associated industry professionals.



Altel - Audio Visual

In business since 1954, Altel provides services for numerous high-profile and prestigious audiovisual system installations. Their clients include Lincoln Center, AT&T, The American Stock Exchange and more. Altel requested a redesign for their current website, updated project profiles and contact forms.

– Project is currently in development.





Alders Wholesale Florist

One of the largest full service wholesale florists in the US, Alders has been in business for over 50 years. Starting as a home based business in 1959, they grew to one of the four top wholesale florist businesses in the nation.

Alders did not have a web presence and SalzMedia was proud to be chosen to design and develop their first web site.



Wine and Chocolate Jazz

Wine and Chocolate Jazz is a new brand that combines elegant lifestyle products with jazz music. The challenge was to design a site to invoke a mood to convey the essence of the brand and to showcase the music. The project is a full Flash animated website that included logo design and streaming MP3 music files.



The Technology Alliance

The Technology Alliance is a small boutique Solution Provider focusing on the placement of full-time and contract personnel. The challenge was to portray a larger company image, leveraging their strengths and personalized services against the competition.



Grammy Nominated Music Producer

An award winning music producer. The challenge was to produce a sophisticated website within a very limited time frame, portraying a particular style, maintaining a clean design and allowing for an intuitive navigation for streaming music and video files.





T Square Properties, Inc.

A SalzMedia client since 2003, T Square Properties is a corporate real estate firm in business for over 25 years. This is their second redesign to keep current with the competition. Their homepage was given a new web 2.0 design providing visitors with updated information on new properties, industry news and real estate articles directly from the home page.



Spark Modern Fires

A company specializing in chic modern gas fireplaces catering to a luxury market.

With out brick and mortar stores to showcase their product, the challenge was to develop a website that would display their fireplaces to generate orders solely by an online experience. SalzMedia assisted in more than tripling their orders through site modifications and innovative search engine optimization.



Casafina

Casafina offers beautiful hand-painted ceramics imported from the Portuguese countryside and the treasured Umbrian and Tuscan regions of Italy. The site was designed to assist distributors and entice consumers to purchase their products.



Consolidated Dental Labs

Consolidated Dental Labs is a dental company acquiring dental laboratories to increase company growth. This was a challenging site due to an extremely short development timeline. Requirements included a clean design, streaming video and an area mapped out to display updated news and information for their newest acquisitions.

