

Press Release

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SiteGoals to launch new Web site, showcase design capabilities

AUSTIN, TX – Feb. 26, 2009 - Web development firm SiteGoals, unveils a new Web site as they launch into the next phase of their business growth. “We’re very excited to finally launch our new Web presence. Like the cobbler’s son, we haven’t had the time to build a new Web site for ourselves because our clients are the #1 priority,” said Principal/Design Lead Simon Erich.

The new site, located at www.sitegoals.com is a simple design that embraces some technically advanced functionality. “We wanted to include features that we feel are on the horizon of web development but you don’t see many people doing yet. If you resize your browser window the entire site will re-flow and adjust to fit your screen. It sounds simple, but it presents some unique technical and design challenges,” said Mark Hill, Principal/Technology Lead.

The website launch is the first step in SiteGoals’ national focus in terms of growth initiatives that are planned for the following year. “While we’ve enjoyed great success in the Central Texas area, we feel like Austin is well covered when it comes to web design and development,” said Erich.

SiteGoals has established several internal goals that focus on reaching out to geographic areas that don’t have many local options for custom Web design and development.

SiteGoals is a growing, six-year old, Web development firm that specializes in Web site design and development, application programming and interactive design. The company was founded in 2003 by Simon Erich and Mark Hill with a vision of providing high caliber design and development services without the agency “dog and pony show”. Today, SiteGoals continues to provide a wide range of Web design and development services to clients such as TECO-Westinghouse, The Good Sam Club, Ballet Austin and the Acton School of Business.

A full description of their services and solutions can be found at www.sitegoals.com.

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