



“intelligent, unbiased... We were thoroughly impressed”

Redline brought an intelligent, unbiased perspective to the analysis of our website’s ability to connect with our customers. We were thoroughly impressed with the depth and vision of the entire web design process.

– JERRY STURKO, FIFTH AVENUE AUTO HAUS



WHY REDLINE?

Redline delivers.

WE DELIVER WEBSITES. From design through to development, testing and launch, we focus on building a product that embodies functionality and usability with genuine stylistic appeal.

WE DELIVER CREATIVITY. Beyond the average website design, we visualize websites that seize upon new artistic and industry trends to create designs our clients are proud to exhibit.

WE DELIVER ONLINE MARKETING. Building a website is only the first step in marketing a business – we help clients take the next steps in reaching out to potential customers through innovative online marketing initiatives.

“Hyatt saw a marked increase in our web traffic from search engines”

The Hyatt SEO campaign was extremely successful program. Craig and his team were dedicated, efficient, and consistently met the project goals over the two-year period.

– JOAN LOWELL, VICE PRESIDENT, HYATT CORPORATION

SHOW ME THE NUMBERS

SIZE DOES MATTER

We're small and we like it that way. It gives us the ability to turn on a dime, deliver projects quickly, and dedicate extraordinary attention to your assignment. We've got big game experience and we're money in the red zone.

\$450,000 INCREASE IN REVENUE

Calgary Smiles Dental is one of our longest standing clients. After a redesign of their website, we executed a search engine marketing campaign to increase keyword rankings for terms such as 'Calgary dentist'. After reaching top spot in the search results, Calgary Smiles tracked the revenue by asking new clients "how did you find us?" The result? \$450,000 in new revenue (per year) from the campaign.



WE WILL BUILD IT. THEY WILL COME.

AT REDLINE, WE KNOW THAT A SUCCESSFUL ONLINE MARKETING CAMPAIGN DOESN'T END WITH THE LAUNCH OF A FANTASTIC NEW WEBSITE. THAT'S JUST THE BEGINNING.

OUR SUCCESS IS ROOTED IN OUR BELIEF THAT ONLINE MARKETING CAMPAIGNS MUST MAKE AGGRESSIVE USE OF INNOVATIVE TOOLS AND SOCIAL MEDIA. WE'LL BUILD AN EYE-CATCHING, FUNCTIONAL PIECE OF ART FOR A WEBSITE, AND THEN TAKE THE NEXT STEPS TO ENCOURAGE THE WORLD TO COME AND SEE IT.

BUILDING AN ONLINE BUSINESS

Rent Spot is a built-from-scratch internal project that keeps us in touch with the real challenges of creating and operating an online business. We think this is a real differentiator between us, and our competitors. Today, Rent Spot is live in over 30 Canadian cities and receives over 1,000,000 page views per month. Our primary marketing tool? Search engine optimization.

RABID SOCIAL MEDIA CAMPAIGNS

North Americans spend almost a quarter of their time online on social networks such as Facebook, Twitter and LinkedIn. That's up from 15.8% a just a year ago (a 43% increase). Leveraging social networks can be a powerful way to get your message out. If you do it right, campaigns can go viral and reach thousands of customers. Let us show you how.

10 REASONS TO HIRE REDLINE

1/ STUNNING WEB DESIGN

Our designers are passionate about creating engaging, cutting-edge artistic designs.

2/ EXPERIENCED WEB DEVELOPMENT

Our web development team has a combined 45+ years of experience building websites within a variety of industries.

3/ RELIABLE AND COMMITTED

We keep our promises. We meet your goals.

4/ PLAIN ENGLISH, NO TECHNO-BABBLE

You deserve clear, honest, and straightforward communication from your design firm. So we don't hide behind acronyms, buzzwords, or industry jargon. With Redline, you get answers you can understand.

5/ WE HEAR YOU

We start a project by learning and listening, not showing you pictures. We listen to your vision and work towards the goals you give us. The result is a clear plan that ensures results for you and a great experience for your customers.

6/ TOP TEAM MEMBERS

Our team is compiled of industry veterans with big game experience.

7/ BIGGER ISN'T BETTER

Many companies who put their faith in big web shops wind up disappointed. These "safe" shops went out of business, cut staff, and overpromised. Unlike these bloated firms, we've stayed steady, delivered plenty, and kept our customers coming back for more.

8/ CUSTOMIZED ONLINE MARKETING

One size definitely does not fit all when it comes to online marketing strategy.

9/ LAUNCH, OBSERVE, EVALUATE.

We won't leave you out in the cold. After launch, we actively track activity, evaluate response and make recommendations regarding strategy.

10/ MEASURABLE, ATTAINABLE AND REASONABLE

Throughout the design, development, delivery and marketing process, we set goals that are measurable, attainable and reasonable.



OUR EXPERIENCE

MERCEDES-BENZ USA / DELL.COM / PROCTOR & GAMBLE / VEGASFREEDOM.COM / NASA / NOKIA CORPORATION / ALBERTSON'S / AT&T WIRELESS / HYATT HOTELS / ENBRIDGE / SHAW / SMART TECHNOLOGIES / NETELLER / TRANS CANADA PIPELINES / THE CALGARY FLAMES / SHELL CANADA / HOCKEY CANADA / TRAVEL ALBERTA / BAYER CROPSCIENCE / WESTJET / ALBERTA TREASURY BRANCH / FOUNTAIN TIRE / SAIT / ALBERTA CHILDREN'S HOSPITAL / YELLOW PAGES GROUP / CORUS

“bend over backwards”

Redline understands the importance of aesthetics and utility; they understand a website's need to evolve; and they bend over backwards, not just to make you happy, but also to make sure you understand what they did for you, so that you can do it yourself.

– TRICIA COURAGE, ALBERTA CHILDREN'S HOSPITAL

REDLINE SERVICES

WEB DESIGN

The key to our web design **success is in setting goals**. We help our clients develop clear design goals and a vision for the final web product. With a clear vision, we are able to use art to create and define each style element to meet specific, consistent mandates.

WEB DEVELOPMENT

We take a brilliant design and use the best development tools for the job to build a fast and reliable website. **Why use 10 lines of code where 3 will do?** We pride ourselves on building efficiently coded websites that can grow and adapt to market and industry changes over time.

ONLINE MARKETING CAMPAIGNS

Reach the right audience at the right time with the right information. We use **a combination of online marketing tools**, including search engine optimization, pay-per-click campaigns, social media and email marketing, to meet our clients' targets.

ONE SIZE DOESN'T NECESSARILY FIT ALL.

OUR SERVICE PACKAGES ARE DESIGNED TO MEET THE NEEDS OF MOST, BUT WE ACCEPT THAT THEY MAY NOT MEET THE NEEDS OF ALL. WE ARE HAPPY TO CUSTOMIZE A PACKAGE OF SERVICES THAT WILL BEST FIT YOUR TIME AND BUDGET REQUIREMENTS.



LET'S BEGIN

1/ DISCUSS

Give us a call or send us an email. We'll be happy to discuss the online challenges you want to surmount or the new ideas you wish to launch. We can also talk about how long your project will take, how much it will cost and anything else you want to know about how we operate.

2/ DEFINE

Without delay, we'll translate our discussions into a straightforward proposal to meet your project's goals and deadlines. We know you'll be anxious to get started so we work quickly to make sure you get a clear proposal in a reasonable amount of time.

3/ DELIVER

As soon as you're ready, we'll get started. Our project managers track project progress and maintain an open line of communication with you throughout the project. It is our mission to deliver on our promises on time and on budget.

We look forward to hearing from you!



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