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## M3iworks— We Put Silicon Valley on the Web™

M3iworks is Silicon Valley's premier web marketing, strategic consulting, design, development, and accessibility-compliance company. Founded in 1981, the company has been meeting the technical and marketing communications needs of Silicon Valley for 27 years. And beginning in 1994, *We Put Silicon Valley on the Web.*™

### Key Competencies

#### Web Design

M3iworks excels in producing innovative, high-impact designs—designs that pique interest, load quickly, effectively communicate your key messages—AND that motivate visitors to proactively act on your call to action

**Web Analytics**—making sense of the statistics gathered about your website traffic.

Web analytics is critical for data-driven web-marketing decision making. You may have certain assumptions about what content is most engaging or that converts the most users, but only web analytics can quantify and validate those assumptions. Until you understand the real story behind the data—how your visitors are and are not navigating your site—you are likely to miss uncovered opportunities and to identify and rectify key trouble/underutilized areas and features on your site.

M3iworks will conduct a thorough audit of your site, analyze the data, create a comprehensive report on our findings, and provide in-depth recommendations for improving site usability.

**Web Accessibility**—making navigation and content accessible to all users, including those needing assistive technology to view the web.

Leading online retailers such as [target.com](http://target.com), and prestigious academic institutions such as UC Berkeley, have been forced to realize the legal, financial, and PR disasters associated with unintentionally precluding the blind, visually impaired, deaf, and/or physically disabled from fully utilizing their sites. M3iworks designs and builds sites that conform to Section 508 of the Americans with Disabilities Act, ensuring full access to all content and navigation on a site.

### Web Application Development

M3iworks marries elegant, highly utilitarian design with robust and cost-effective functionality. Our programming experts span the development technology spectrum, working in php, asp, .net, ruby, ruby on rails, and other tried-and-true as well as emerging technologies.

M3iworks will also work with you to ensure that your sites & applications are **portable to mobile devices** and other emerging technology products and services, driving increased revenue and recognizing significant ROI.

### M3iworks—The Company & Its Culture

- > More than ¼-century of information architecture & business communications experience, 14 years of which have been exclusively online
- > Award-winning company backing every project
- > Proven track record for on-time, within-budget, top-quality service
- > Team approach to satisfy all business and technical requirements; project management that ensures alignment with client objectives, timeline, and budget
- > Cisco-approved diverse supplier: 100% Woman-Owned, WBENC Certified
- > Commitment to community service—numerous non-profit board memberships, Rotary, ALF, charity golf sponsorships, company volunteerism, and pro-business public policy roles in the community

### Partial Client List

- > Cisco
- > Sun Microsystems
- > San Jose State University
- > City of San Jose
- > Bridge Bank
- > Pivot3
- > Silicon Valley Community Foundation
- > San Jose Silicon Valley Chamber of Commerce