



OUTDOOR TECHNOLOGY, INC.

Just the facts, please...

Outdoor Technology (OT) is a marketing and development company specializing in interactive, innovative Web sites and online marketing that produces measurable results to exceed our clients' expectations. We enable our clients to reach new and broader markets, communicate and build deeper relationships with current customers, strengthen brand, and increase online results by utilizing ever-evolving technologies. Our focus is helping small and medium size companies move their business in new directions.

- We market.
- We enhance relationships
- We build brand.
- We produce measurable results.

Our Services

Outdoor Technology's core service is comprehensive, integrated Web site planning, implementation and marketing.

Core Capabilities

- Interactive database components (News, Calendars, Dealer/Store/Distributor Finder, Member Directories, etc.)
- Web concept, design, production, & implementation
- Advance scripting (JavaScript, DHTML)
- Interactive Flash development
- Custom E-commerce development
- Front-end and back-end programming
- Interactive graphic and interface design
- Information Architecture/copyrighting
- Research & strategic planning
- Search Engine Optimization (SEO)
- Project management
- Technical training and support
- Streaming Video/Live Cyber Casting

Affiliated Capabilities

- Network/IT consulting and implementation
- Video/DVD/CD-ROM production and development
- Supporting print, design and production

Partial Client List

National Wild Turkey Federation • Floyd & Associates Communications • Adventure Sports Magazine • Outdoor Adventures Network • Winchester Muzzleloading • PowerBelt Bullets • Snag Proof Lures • American Bronze Marine Bells • Architectural Opportunities • Your HR Solutions • Builders Millwork • Sea Bay Lures • Thread As Art • Connecticut Valley Arms • Win Group • Columbus Tents • Vital Fitness • Let's Get Wild • O'Neill Outside

Special Focus Areas

Interactive Web Design

OT specializes in interactive, customer oriented Web site development and marketing. We use proven usability standards to create an online environment that is visually appealing, functionally sound, and encourages users to interact with our clients on the Web.

Research/Strategic Planning

OT works with the client from the beginning to ensure both short term and long term success. We research the client and their competition, help define goals, write a strategic marketing plan and develop and implement the final product.

Content Management Tools

OT develops industry standard and user-friendly applications that enable our clients to easily maintain the content on their web sites. We also create backend tools to seamlessly integrate systems to online databases update membership directories, products, and information. We empower our clients to handle the day to day operations of their site if they desire, eliminating total dependence on us.

Information Architecture

One of OT's greatest strengths is the ability to "pull it all together". We focus on content organization, intuitive navigation, and "site ergonomics" to create a simple, user friendly Web presence.

Web Site Audits

OT offers a fast and economical way to get a comprehensive evaluation of your Web site's strengths and weaknesses through our **free** Web site audit. A Web site audit helps to identify many of the common problems in Web site design, which could potentially drive traffic from your site.

Web Site Hosting

OT offers Web site hosting to a variety of clients designed to their specific needs and budgets. We offer many features that make hosting and managing your presence online simple and trouble free. We can also customize a hosting plan that meets your corporate technical and security needs offering personal 24/7 support.

Contacts

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