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[youngdesign.com](http://youngdesign.com)

703-476-5316

[jyoung@youngdesign.com](mailto:jyoung@youngdesign.com)

2360 Branleigh Park Court  
Reston, VA 20191  
fax: 703-476-5328



## WEBSITE DESIGN for Triad Technology Partners



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### Why Choose Triad?

- Breadth of experience in the public sector
- Responsive and engaged as your Trusted Advisors
- Competitive solutions with preferred pricing

We have handled the design and development of Triad Technology Partners' websites from the first. This year, they came to us for their third website revamp. Their solutions had become more focused; they wanted to increase their content and showcase their partners; plus, their SEO goal was to rank #1 in Google search. It was a given that the new site had to be responsive.

**DESIGN:** Web design trends are ever-changing. This time around we designed a full-screen, long scroll site with video animations, larger text, and features such as a partner logo slider and floating dynamic content, all coded as custom WordPress by our team members at [NOVA Web Group](#). Although the design is streamlined, the features and images are more complex and interactive, providing a few 'wow' factors for visitors.

**SEO:** Triad's online competition was thoroughly researched by our search engine optimization expert [Market Wise](#). Because most leads are by word of mouth or personal referrals in the government sales market, using SEO to compete is not as straightforward as in other markets. But by finding the right keywords and using them in the right content, within a week of launch [triadtechpartners.com](http://triadtechpartners.com) ranked #1 or #2 for each of the target keywords in Google.

Take a look at the new [Triadtechpartners.com](http://Triadtechpartners.com).

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