



editors design group



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Be Your Best



Over a Quarter of a Century ... of Excellence !

Profile

Two creative people formed The Editors in 1977 to provide copywriting and editing services to New England businesses and nonprofits. Through the 1980's we mushroomed into a full service creative advertising agency. Currently, we provide everything from marketing strategy and communications to corporate branding development for organizations across the nation and overseas.



PUBSNET, Inc., a provider of software training and technical placement services, acquired The Editors in 1993 because of our communications and marketing expertise. Together the senior personnel at The Editors and PUBSNET, Inc. identified the Internet as the next frontier in marketing. We pooled our programming, training, and marketing capabilities to launch our new business ventures of Web site design for The Editors and e-learning program development for PUBSNET, Inc.

We launched our first client Web site in 1995, in the early days of commercial ventures on the Internet. Today, the 20-member staff of The Editors has launched nearly 500 Web sites for our expanding client base. Our Web-related business continues to grow as we stay on the leading edge of Internet technology to design Web sites that clarify, inspire, and sell. We are a recognized worldwide leader in search engine optimization, the art and science of getting our clients' Web sites at the top of search engine rankings. Our Web related business (Web site engineering and design, database engineering, e-commerce implementation, search engine optimization, and ongoing updates of our clients' Web sites) accounts for over 70% of our annual revenues. Our predictions about Internet growth as a marketing tool were right on target.

Be Your Best !

A Few of Our Clients ...		
Segway	Sun Microsystems	Hewlett-Packard
World Courier Ground	Pizzeria Uno	Winchester Bank
Medford Co-operative Bank	Ferrotec	Eastprint
Teradyne	LSI	Flextronics
Thermo Electron	SphereOptics	FICO
Eurotherm	Northern Bank	Ibis
Energy Sciences	Cambridgeport Bank	MediaPhonics
Rivco	Brannen Flutes	Hamersley's Bistro
Cabot, Cabot & Forbes	Starmet	Vivace Networks
Aspen Aerogel	Worthen Industries	Parlex

Services Offered



Web Engineering

- Database Development (COM and ASP)
- Web Branding
- CSS, DHTML, JavaScript, Flash
- Search Engine Optimization
- Content Writing and Management Solutions
- Strategic Consulting Services

Print Media and Creative

- Logo Development
- Corporate Branding and Identity
- Brochures & Presentation Folders
- Trade Show Graphics
- Photography
- Copy Editing and Writing
- PowerPoint, Excel & PDF Design

Software Training

- Adobe Products
- Macromedia Training
- Microsoft Training
- Single-Sourcing, XML and Writing Skills



Training is also offered at client locations across the United States and Canada.



Nearly 500 Sites Launched... Nationally!

Web Engineering

..... Custom Development Solutions

We formed our Web design group in 1994 and in the early days, spent a lot of time convincing our clients that this new technology would enhance their business and that, in fact, their Web site would become their most cost effective marketing tool. Now, just over a decade later, our prospective customers understand the importance of having a Web site, but need to decide whom to work with.

Reasons to work with The Editors:

- **Our expertise.** We have been designing Web sites since 1994 and have launched nearly 500 unique sites to date and stay on the cutting edge of Web technology employing the appropriate tools including CSS (Cascading Style Sheets), Dynamic HTML, JavaScript, Flash, ASP (Active Server Pages), COM (Component Object Model), and many others. We can write your copy or edit your draft to make it more effective. We can photograph your products, people, and facilities and do photo research to pull images from stock collections. We excel in SEO (Search Engine Optimization), the art of getting your site to rank high in search engines results.
- **We will tailor a Web site that fits your need.** We start our relationship with a free consultation where we learn about your business and mutually define what your Web site should contain. When you hire a Web design firm, you are buying programmers' time. We will discuss your budget and show you examples of graphic complexity within your price range. We find prospects frequently have the impression they need expensive database driven sites when they don't.
- **Each site has custom graphics.** We study your corporate branding to extend it onto the Internet by designing graphics that enhance your marketing message. We never use templates so you will never find another Web site with the look and feel of yours.
- **Economies of working with a full service agency.** We can provide your total marketing communications package from logo to brochures to Web site to trade show graphics to advertising campaigns. Because we do it all, we do not have to reinvent the wheel. We can quickly edit copy written for your brochure for optimal Web reception. Everything we produce for you will have a common graphic look and your customers will instantly recognize it as yours. You look more professional.



Design Kudos

"Excellent job overall, particularly considering the time scales (6 weeks, 150 pages). Great job in keeping the 'feel' of the site in line with our printed material! FYI, 16 people were referred to our site from The Editors site last week. Our stats are running at approximately 180 people spending over 6 minutes in the site per week - a figure that we are very happy with. I will make sure management realizes from this how important it is to keep the web site adequately funded and maintained! (we don't have 180 people read our literature each week!)."

Zarina Bhimani

Ferrotec USA

"Peter and Dan were both very responsive. Whenever we had a problem with our site, Peter was always helpful even if it did not directly relate to The Editors programming. We are very pleased with both the new site designs We are seeing increased traffic to our site."

Nancy Hunter

Boston Centerless

"Thanks for getting the changes done so quickly. The response to the new site has been fantastic! We have already sold a major service contract based on the ability to schedule service on line. This happened within 24 hours of posting the site! Timing is everything."

Kathy Young

Winco Identification

References in 16 vertical industries, and across the Country!

Optimization Services

Search Engines

The higher your Web site ranks in the results of an online search, the greater the chance that browsers will visit your Web site, and the more visitors, the more qualified leads. We help our clients generate more traffic to their Web sites using our search engine optimization techniques (SEO), and we've done so since 1995. In 2004, QuinStreet, Inc. of Menlo Park, CA (a leading online direct marketing company and one of our clients), ranked us in the **top 25 in the world** for SEO!

Computer and Internet technologies change quickly. Search engines, such as Yahoo, MSN and Google, change the algorithms that find and rank Web sites on an average of every six months. Our Research and Development group keeps abreast of the latest trends and works hard to ensure that our clients' Web sites continue to rank high in search results.

We offer four phases of SEO, escalating in complexity and therefore cost. For businesses in highly competitive markets, such as financial services and mortgages, higher phases of SEO would be required to produce high rankings on the search engines. Businesses in unique niches do well with lower phases of SEO.

Phase 1A:

- Optimize Inner Pages, each, using standard baseline

Phase II:

- Doorway pages (1 per phrase)
- Crawler page (One per Domain); static HTML & Doorway Link Farm
- Advanced Folder Optimization, each phrase (Crawlers, H1, Text)

Phase IIIA:

- Multiple Domains:
- Internal link farm to client-owned domains (per domain)
- Domain optimized around 1 phrase (per domain)
- Internal link farm to all optimized folders, root and one sublevel
- Folder Optimization, per Key Phrase, linked from Home &/or SiteMap
- Cross-links, all Editors domains. 1 link only onto 300 sites (backlinks)
- Image Folder Naming Conventions
- Folder Submission

Phase IIIB:

- Multiple Domains, AFO:
- Rebuild all HTML links around folders, cross-linked per domain
- Mass Meta Refresh, unique crawler page, per domain
- Sub-domains as key phrases, sites into sub, per phrase & domain
- State name/client/key phrase, separate HTML file per phrase.
- Free hosting site (GeoCities), one phrase home plus cross-links.

Phase IV:

- 3,600 city/state listing around one phrase (flooding). ESTIMATE-
- Free hosting site, one phrase home plus cross-links. Per site:
- Site Optimization Based on Analysis Report (per phrase)
- Quarterly Rank, Submit, Optimization check (per phrase)



SEO *Kudos*

"After using The Editors since 1997, we went with another firm in 2003 to save on our design budget. The biggest mistake we have made in business development in years... We put at risk over \$2M in annual revenues directly attributed to The Editors search engine expertise."

Brian Smith

~ "Ashamed"

Our Current Top Performing Phrases: fabric reinforced diaphragms, fix my debt, export packaging, electrical contracting nh, integrating spheres ... *and many others!*

Corporate Positioning

Print & ID

Logos

Logos serve many purposes. They help to differentiate one company from another, to identify a series of related products or services, and to provide clues about the nature of the businesses they represent. Developing a logo for your company can be a dulling task. It's the one element that most strongly identifies your company in the minds of your customers and employees. The importance of this symbol cannot be overstated! Developing your logo will be a time-consuming, thought-provoking process that should not to be rushed.

- How do you want your company to be perceived?
- Will the name of your company always appear with the logo, or should the mark stand alone as well?
- Think about the size requirements for all the eventual applications of your new logo. It may need to be as small as a postage stamp or as large as the side of a truck.
- Your design must stand up to a broad range of reduction and enlargement.
- How many colors will the logo be?

Once you have decided upon a concept, try several variations of your idea, ranging from a conservative approach to a more creative one.

Often a company will need to change an existing logo, because of growth or a change in ownership. We recommend maintaining some elements of the former identity (perhaps the typeface or colors) to help customers make the transition from the old look to the new.



Corporate Identity

Corporate identity, as well as logo design, is a fingerprint of a company's existence, and perhaps its most valuable asset. In order for a company to realize the value of a corporate ID and its benefits, the company must promote the identity consistently to all audiences and through all mediums. If the identity is executed properly, consumers and employees will embrace the components and the image will become the competitive edge it is meant to be. When identities lack the consistency across all executions, the condition is image schizophrenia. The reality is that most corporations lack the sense of a strong corporate identity program. However, if a company expresses its values clearly it can expect to see a notable difference between its identity and the competition. At The Editors, we understand what it takes to establish a meaningful corporate identity. We will work closely with you to identify and implement the most effective and efficient program for your company. The Editors will properly manage the necessary elements for optimal positioning. The process will be managed carefully and critically from concept and design to signage and manual execution. No step will be overlooked and no detail will be lost.





We offer a wide range of hands-on courses in our Computer Training Center in Tyngsboro, MA, only 30 miles northwest of Boston. Or onsite, at YOUR training facility...

- **Adobe:** Our Adobe Certified Training Team provides courses on Acrobat and FrameMaker 7 at the basic, intermediate, and advanced levels as well as basic courses on GoLive, Illustrator, InDesign, and Photoshop. Courses range from one to three days.
- **eHelp:** Learn to create HTML-based help with RoboHelp in a three day class taught by Dr. David Locke, certified by eHelp as a RoboHelp Trainer.
- **Macromedia:** Become proficient in ColdFusion, Dreamweaver, or Flash through a series of two and three day courses developed and presented by our Macromedia Certified Instructors.

Course

FrameMaker 7.0 Basics

Beginner to Advanced
(3 Days, \$895)

Dreamweaver MX Basics

Beginner
(3 Days, \$1,195)

**CourseBuilder for Dreamweaver
(develop e-Learning/WBT)**

Beginner to Advanced
(2 Days, \$795)

XML for Technical Communicators

Beginner to Intermediate
(2 Days, \$795)

Learn How To...

- Create FrameMaker documents, page layout, defining paragraph and character formats, font, tab, numbering and pagination properties.
- Working with graphics, anchored frames, master pages, and tables... and much more!
- Learning the ins and outs of Dreamweaver and how to make basic pages.
- Implementing basic table usage, text editing, site updating, simple JavaScript rollovers... and much more!
- Understanding Web-Based Training, interactivity, and testing.
- Developing and judging true/false & multiple choice tests.
- Creating explorations, drag & drop exercises, and open-ended questions. Take a free course built using CourseBuilder at www.web-graduate.com.
- Understanding XML and what is important to technical communicators.
- Working with elements attributes, entities, creating and linking to DTD's... and much more!



All courses unless otherwise specified are "hands-on" computer labs.



Training Kudos

"The Editors / PUBSNET did a custom FrameMaker class for us that was outstanding. The instructor was superbly knowledgeable, very effective at teaching, and funny too. This course will save us countless hours of frustrating experimentation!"
Elizabeth Michaud Documentation Manager **Authoria, Inc.**

"This is the course to take if you need solutions to indexing issues."
Joan Renaud Technical Writer **Nortel Networks**

"Having The Editors / PUBSNET instructors train my group was worth every penny of the expense. It allowed each person in my group to get up-to-speed in the shortest possible amount of time."
Paul G. Kelsey DTP Coordinator **Bath Iron Work Corporation**

"Our department needed to learn WebWorks Publisher for our on-line documentation. The Editors / PUBSNET was willing to work with us to design an internal class that combined both Advanced FrameMaker and Web Works. Thanks to the efforts of The Editors / PUBSNET, we were able to learn Web Works in a timely manner...and apply the skills we learned immediately!"
Evelyn Hopkins Technical Writer **Lucent Technologies**

"The Editors / PUBSNET's FrameMaker class was a very informative class that was also fun to attend. The instructor effectively handled all our questions and was extremely knowledgeable on the subject."
Paul Sandore Manager **EMC Corporation**

"The training we received at The Editors / PUBSNET gave us the in-depth understanding we needed to implement the FrameMaker+SGML environment into our business. The instructor was very knowledgeable and the class size was small, resulting in very comprehensive and personalized instruction. I would certainly look to The Editors / PUBSNET again to offer technical training solutions for our organization."
David Levesque Technical Writing Manager **Teradyne**

Technical Tool Books...

Publications

Our staff remains at the cutting edge, and is frequently asked to present at regional and national conferences. Topics include "Elements of Design for the Web", "Business Development and the Internet", "Impact of .NET", and many on HTML, XHTML, DHTML and XML. We are also adjunct faculty and guest lecturers in colleges and universities in Massachusetts and New Hampshire in Technical Communications and Marketing Communications.



Book Info

Everything you need to create your own e-learning curriculum is here-software, plans for building your courses, site templates, a database, a dozen samples, and complete step by step instructions for using them all. Softcover. CD-ROM included.

Product Description:

Includes everything developers need to start building online courses quickly and easily

- Enables Dreamweaver users to enter the rapidly-growing Web-based training market
- Begins with a crash course in Macromedia Dreamweaver MX, then guides readers through developing an online learning course, incorporating interactions, quizzes, tests, and animations
- Dreamweaver commands approximately eighty percent of the market for professional Web development tools; its supplementary CourseBuilder and Learning Site extensions have been downloaded more than 90,000 times
- CD-ROM includes sixteen e-learning templates worth \$99, quick start forms, additional software, and a complete, customizable, three-hour online course

Dreamweaver MX e-Learning Toolkit : Building Web-Based Training with CourseBuilder

Michael Doyle

ISBN: 0-7645-2605-7

Paperback 576 pages

March 2003 US \$45.00



Book Info

This unique book and CD-ROM package collects, for the first time, more than eighty useful and popular Macromedia-approved Dreamweaver add-ons and provides complete instructions on how to use each of them. Softcover. CD-ROM included.

Product Description:

Includes everything developers need to start building online courses quickly and easily

- Readers will learn to simplify many difficult development tasks and add new features to Dreamweaver
- Explains how to create dynamic, multilevel navigational systems, both manual and auto scrollers, tooltips, footnotes, floating frames, photo albums, calendars, and clocks
- Web development experts Mike Doyle and Dan DeRose also teach readers how to apply different style sheets based on screen resolution, platform, date, time of day, user actions, and events

Maximum Dreamweaver: 85 Add-Ons to Supercharge Your Development

Michael Doyle, Dan DeRose

ISBN: 0-7645-4448-9

Paperback 310 pages

December 2003 US \$29.99

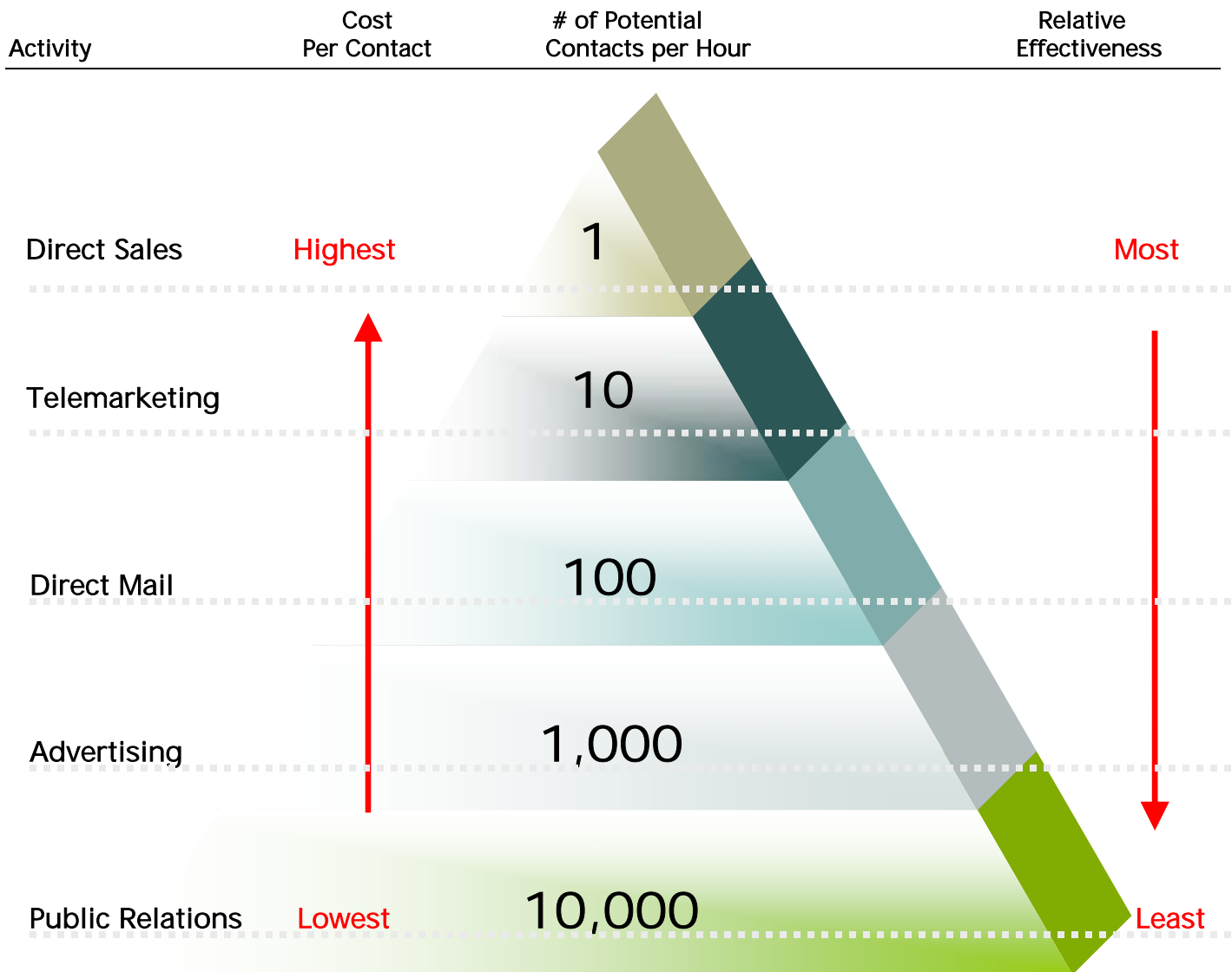
Media Management

Marketing Mix

We offer our clients help in deciding how to best market their products and services. Generally, a mix of activities yields the best results. Relative proportions shift from industry to industry. For example, sales of expensive capital equipment, houses, and cars generally involve direct sales efforts, while vendors often sell smaller items through catalogues and the Internet.

Interestingly, a Web site bridges all these marketing activities. Companies use their Web sites for public relations and advertising purposes and e-commerce sites produce sales online. Web visitors register for e-mail newsletters or self qualify themselves as prospects enabling the vendor to contact them directly. A properly designed Web site will be your most cost effective source of qualified leads.

The goal of marketing mix management is to combine passive and active marketing activities to optimize revenues. We offer the Marketing Activity Pyramid below and the Marketing Mix Activity Table on the following page as a beginning point to start our dialogue to help you increase the effectiveness of your marketing efforts.



Marketing Mix Activity Pyramid. Use lower steps to yield qualified prospects. Direct sales calls costs the most per contact, but when made on qualified prospects, yields the most revenue.



Marketing Mix Activity Table

Marketing Mix

Activity	Active or Passive	Actions / Results
Web Site	Active / Passive	<ul style="list-style-type: none"> ➤ Web visitors match your services and products to their needs and qualify themselves through your Contact Us form or through your contact information. Your Web site should be your most cost effective means of generating qualified leads, and ➤ Customers, prospects, and competitors have free access to your information.
Direct Sales Calls	Active	<ul style="list-style-type: none"> ➤ Face-to-face contact with qualified prospects builds rapport and leads to orders.
Telesales Calls	Active	<ul style="list-style-type: none"> ➤ Phone contact with qualified prospects builds rapport and leads to a direct sales call or an order over the phone.
Telemarketing	Active	<ul style="list-style-type: none"> ➤ Phone contact with potential customers identifies needs they have that your product or service meets. When there is a match plus an intention to purchase, you have a qualified lead.
Direct Mail Direct E-Mail Direct Fax Blast	Passive	<ul style="list-style-type: none"> ➤ Send mailer to target lists generated from client database, leads from advertising, Web site, and telemarketing activities. Material could go through snail mail, e-mail, or fax blast. Be sure to remove names as requested, ➤ Send mailer to lists purchased from trade organizations or other services (direct mail only), ➤ Employ mass mailing service such as Value Pak or SuperCoups, and ➤ A monthly postcard, email, or fax blast program may provide cost effective contact at an ideal frequency.
Advertising / Promotions	Passive	<ul style="list-style-type: none"> ➤ Target trade journals and other publications read by users of your product or service, ➤ Participate in trade shows serving your market, and ➤ A free introductory program or limited time special offer may drive business your way.
Public Relations	Passive	<ul style="list-style-type: none"> ➤ Write press releases describing all significant developments including new product introductions, changes in organization, acquisitions and mergers, and business performance ahead of plan, ➤ Build mailing list of trade journals and other publications your users read, and ➤ Develop relationships with editors of targeted publications to enhance placement probability. Placing ads in these publications practically ensures publication of your press releases.

Let us help you define the optimal marketing mix for your business and produce the marketing communications tools you need to implement your plan. We provide:

- Web sites customized for clients' businesses,
- Sales materials including sales kits, PowerPoint presentations, brochures, white sheets, telephone scripts, and trade show graphics,
- Direct mail pieces,
- Ads and advertising campaigns, and
- Press releases.

We are a full service agency and we do it all. We extend your corporate branding to all marketing communications pieces. Please phone 978.649.8333 to discuss your needs and dreams with one of our representatives.



Business Development

Ideas & Expertise ...

Checklist

The following list is a logical extension of the "Marketing Mix" pyramid. It is not meant to be an inclusive list for every vertical market and industry; it is to stimulate the background thought process behind strategic business development activities.

The best way to utilize this resource is to think of internal and external sources for these activities, then allocate monetary and labor resources to accomplish your objectives. When plotted against an annual budget model, you can then revise your allocations to meet your monetary budget and establish tactical action steps to complete.

Strategic Planning:

Revenue Goals Marketing Expenses Sales Action Plans Staffing Guidelines, VAR's	Marketing Plan Historic Trends Industry Review Policies and Procedures	Pricing Market Share Key Clients Positioning, S.W.O.T. Literature
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Competitive Review:

Active Components:

Direct Sales:

- Skills Assessment
- Skills Training
- Establishing Quotas
 - Call Activity
 - Booking Pace
- Account Management
 - Territories
 - Vertical Markets and Segments
- Account Insulation
- Planning
- Scripting
- Administration
 - Reporting

Telemarketing, "Building The Pipe"

- Scripting
- Target List Acquisition
- Call Goals
- Account Transfer Procedures
- Administration
 - Reporting

Active/Passive Components:

Web Site:

- Register Domain Name
- Establish Communications Goals
- Site Mapping, or Architecture
- Vendor Review & Selection
- Production Review, Graphics & Layout
- Select Internet Service Provider
- Measurement of Results

Establishing Corporate Identity:

- Logo Stationary, Business Cards
- Corporate Brochures
- Broadsides
- Catalogs
- Data Sheets
- White Papers
- Evaluate Need for Toll-Free Service

Passive Components:

Direct Mail:

- Message Vehicles
 - Newsletters
 - Personalized Form Letters
 - Postcards
 - Mass Market Territory Mailers
 - Product Updates
 - Direct Response Cards
 - New Releases
- Mail House Evaluation
- List Management
- Direct Sales & A/R Databases
- List Brokers
- Web Database
- Fax Blast Management
- E-mail Scheduling (to Nicknames/Optins Only)

Advertising/Promotions:

- Advertising by Segment Goals & History
 - Print Newspapers
 - Magazines
 - Trade Publications & Associations
 - Directories & Registries
 - Yellow Pages
 - Internet Banner Ads
 - Airport Dioramas
 - Billboards & Signage
 - Fleet Vehicle Signage
 - Trade Shows- Booth Design, Placement, Giveaways
 - Production & Placement Considerations
- Design, Layout, Media Placement
- Photography Coordination
- Seasonal Promotions
- Client Specials

Public Relations:

- Corporate Fact Sheet
- Executive Profiles (Bio's)
- Press List Acquisition
- Release Submission Schedule
- Key Contact Follow Up