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**THE BUSINESS  
COUNCIL OF  
WESTCHESTER**



**EXCHANGE**

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OCTOBER - NOVEMBER 2009

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**MUSTANG WEB DESIGNS**

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Hastings-on-Hudson, NY 10706  
(914) 478-5869  
mustangwebdesigns.com

**Photo:**

Kristi Stangeland



## Set Your "Site" On Success

Kristi Stangeland believes that a website is as important as a business card... but can bring you a lot more business.

Mustang Web Designs offers a full range of e-commerce solutions and website development services. The Pinnacle Program is a customized process that includes search engine optimization and e-marketing strategies; the Express Program is for business owners who want to quickly create a professional online presence but don't have the time or inclination to build one themselves; E-Marketing plans employ the latest web marketing techniques and get your existing site better search engine placement.

Mustang's clients are professional service firms (like CPAs, interior designers, real estate brokers, etc.) ranging from sole proprietors to companies with up to 50 employees. They choose Mustang because from the very beginning of the process, the focus is on e-marketing, the design process, and turning website visitors into clients. "If a website is well thought-out and designed well, it can not only find people looking for your services, but convince them that your business is the one for them," explains Kristi. "For the clients that have worked with us, followed our advice, and invested in a website, we have created a 24/7 salesperson."

Kristi is not only a web designer, but a writer as well. *Effective Websites for CPAs, Grow Your Practice and Profits* was published in 2006, and she is currently co-authoring *Effective Websites for Small Business, Easy Ways to Promote and Profit*, which will publish early next year.