



NaviSite Announces The Launch Of Its Redesigned Website, www.NaviSite.com

/EINPresswire.com/ NaviSite's new, customer-friendly website includes innovative features

NaviSite, a leading provider of hosting, application management and managed cloud services, recently announced the launch of its redesigned website (www.navisite.com). The new website, designed and developed by [Boston-based marketing agency TrakTek Partners](#), includes simplified navigation, improved search capabilities, mobile friendly design and additional tools and resources for visitors to easily learn about NaviSite solutions.

"In an effort to connect and interact with our customers, our website was redesigned with them in mind," says Eileen Weinberg, Director of Marketing, NaviSite. "The new website includes improved interactive features including connections to social media, polls, and video. In addition, with the increasing number of people who access the web via mobile, a mobile friendly site was a top priority."

NaviSite is a Time Warner Cable Company headquartered in Andover, Mass., with offices in Europe and India. A multi-service corporation, NaviSite is a worldwide provider of enterprise-class, cloud-enabled hosting, managed applications and services. NaviSite provides a full suite of reliable and scalable managed services, including Application Services, industry-leading Enterprise Hosting, and Managed Cloud Services for enterprises looking to outsource IT infrastructure and lower their capital and operational costs.

The website was designed with open source CMS, Drupal 7, for easy editing and simplified maintenance. This allows the company to minimize their ongoing website maintenance costs. In addition, TrakTek utilized [responsive grid web design](#) for the flexibility to properly display the website on a diverse range of screen sizes (tablet, mobile, etc.)

"Our blog, created with the help of TrakTek Partners last year, has provided our company with a means to easily communicate with our community," says Eileen Weinberg. "Our goal with the website redesign was to improve the user experience and make the site more interactive by utilizing the valuable content in our blog and other resources like video and social media. We are pleased with the end results and look forward to hearing feedback from our customers."

About NaviSite

NaviSite, a Time Warner Cable Company, provides hosting, application management and

managed cloud services for companies and organizations around the world. Founded in 1997, NaviSite is headquartered in Andover, Mass., and has sales offices, network operating centers, and data centers in the United States, United Kingdom and India. For additional information about NaviSite, visit www.navisite.com or call 888-298-8222.

About TrakTek Partners

TrakTek Partners (www.traktekpartners.com) is a consulting and marketing agency that specializes in revenue and lead generation for the travel and leisure, higher education, and technology sectors. We provide business and digital marketing strategies, creative design, website development, video production, search marketing and social media campaign management services to domestic and international clients seeking to build brand reputation, generate new revenue streams, and build customer loyalty. For more information, contact TrakTek Partners at 617-855-5148.

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