



Sortis Internet Marketing Takes Web Design to a New Level

Sortis Internet Marketing in Madison, Wisconsin develops websites that are not just beautiful, but also achieve business goals for clients.

MADISON, WISCONSIN, June 25, 2013 /EINPresswire.com/ -- Sortis Internet Marketing, a [website design and development firm](#) based in Madison,

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Marketing principal, Greg Sanders

Wisconsin, couples the ideals of aesthetics and functionality when creating websites for businesses. If the website for a business is designed beautifully, but doesn't help achieve the goals of that business or increase sales, it's a lemon. It may look nice on the outside but once inside, it does not run like a well-oiled machine. A website should be designed to be both visually pleasing and functional in order to market a business successfully in this digital era.

"Sortis develops websites that achieve business goals for local and national businesses," says Sortis Internet Marketing principal, Greg Sanders. "A compelling website design should not only be visually appealing, it should function as a marketing engine that drives revenue."

With almost 20 years of digital marketing expertise, Sortis provides a professional [website design service](#) that gives businesses an extra edge in the online market. Sortis has designed over 230 websites and customer feedback has been overwhelmingly positive. Clients appreciate that Sortis listens to their needs and takes the time to understand their business and transform that information into an accessible and dynamic website.

Choosing Sortis for a professional website design will increase the online presence of a business and ensure that digital marketing needs are met. After all, why settle for a lemon?

About Sortis Internet Marketing

Founded in 1995 by Jenny and Greg Sanders, Sortis is an Internet marketing agency that specializes in goals-based marketing for clients in a variety of industries across the Midwest.

Sortis began as a web development company, but soon matured into a full-service Internet

marketing agency that continues to evolve in response to the demands of clients and the ever-changing digital world. A unique approach to marketing is what sets them apart. They've created a methodology called Metric-Driven Marketing, which allows them to set goals-based budgets and track the financial impact of Internet marketing tactics. They are committed to ensuring that clients see revenue growth and achieve their business goals as a result of the marketing efforts from Sortis. They not only provide the important data necessary to justify the marketing investment, they test and interpret the data and then provide crucial recommendations to improve performance and deliver results.

Their offices are located in the heart of Madison's west side with a staff of ten professionals, which include experienced account management teams, analysts, writers, graphic designers and programmers that are dedicated to delivering the highest standards of work for their clients.

They refuse to present prepackaged solutions. Instead, they invest the time to get to know their clients and respond individually to each client's specific needs. They are exceptionally efficient, responsive and available to their clients. As a result, clients regard Sortis as a long-term partner who shares their commitment, goals and visions.

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