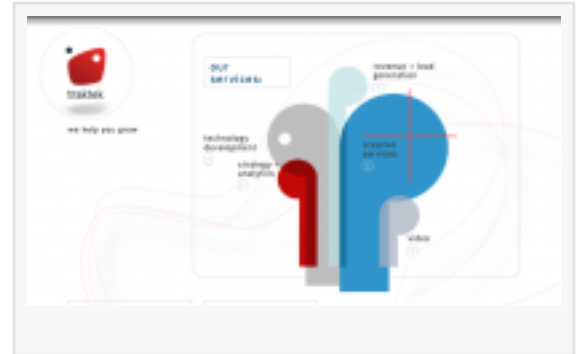


TrakTek Partners Selected for University of Colorado Boulder Graduate Engineering Website Redesign

Boston Marketing Agency Adds University of Colorado Boulder to their Expanding Client List

NEWTON, MA, USA, November 19, 2013

/EINPresswire.com/ -- [TrakTek Partners](#), has been appointed by the University of Colorado, Boulder to create a new website and internet marketing program, adding yet another highly-regarded institution to the Boston-based marketing and consulting agency's expanding and prestigious client list.



Ranked as one of the top engineering programs in the country, the University of Colorado Boulder College of Engineering and Applied Science has enlisted TrakTek to redesign the College's web presence for the Center of Advanced Engineering and Technology Education. CAETE will launch the Engineering Online campaign, highlighting the online and on-campus engineering programs, certificates, and dual degrees in order to reinforce that students from around the world can obtain an engineering graduate degree from the University.

"We chose TrakTek because of their impressive work, experience with higher education and extensive portfolio of websites developed in Drupal," said Nalini Kaplan, Marketing Director and Customer Experience Strategist at the University of Colorado. "We are pleased with our decision, and also have engaged TrakTek to assist us with our public relations outreach – we've already seen an increase in online student inquiries through a targeted [search engine marketing program](#) that TrakTek is managing."

TrakTek has been engaged to design and develop a website using the open source Content Management System, Drupal which allows for easy editing and updating, minimizing ongoing website maintenance costs. In addition, TrakTek will utilize responsive grid web design to properly display the website on a diverse range of screen sizes to address the growing number of people who access their website through a mobile device.

"TrakTek is a different kind of [marketing agency](#). We strive to provide award winning designs and improved user experiences, while producing measurable results," comments Cyril Lemaire,

Managing Partner. "We look at a number of different components and consider many factors when redesigning a website, including an in depth look into the stakeholder needs, how search engine optimization can be improved, and how to present the best user experience while producing the best business results."

About The College of Engineering and Applied Science at the University of Colorado Boulder
The College of Engineering and Applied Science at the University of Colorado Boulder (<http://www.colorado.edu/engineering/>) offers a full range of degree programs that emphasize hands-on, active learning and a tradition of research excellence.

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. Visit www.traktekpartners.com.

Press Release courtesy of Online PR Media: <http://bit.ly/186pgvW>

Jennifer Phillips
Traktek Partners
781-630-1362
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/177145968>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.