

KDG's Small Business Website Wins International Award

KDG, which has long been helping clients win prestigious web awards, has now received international recognition for its own company website.

ALLENTOWN , PENNSYLVANIA , UNITED STATES , November 30, 2017 /EINPresswire.com/ -- [Lehigh Valley web design](#) team KDG was recently awarded the Silver Davey Award in Web Design (Small Business). While this is not the first award KDG has received, it is the first award the tech solutions company has won for its newly redesigned website.

KDG was up against many competitors in this category. Small businesses from around the world entered their websites into the competition. However, KDG's mobile-responsive, informative, and transparent site helped push the company toward the top.

“We are so proud of our company’s website,” says Matt Harwick, UI/UX Lead at KDG. “It is informative, engaging, and transparent. We’ve been working on this site for a long time.”

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Matt Harwick, UI/UX Lead

That hard work, says Harwick, has now finally paid off.

The site is unique from that of competitors in many ways; however, perhaps its most interesting feature is its transparent [customer satisfaction page](#). Unfiltered, unedited customer feedback is published to the site in real time. Whether reviews are glowing or less-than-positive, they’re all visible for anyone—current clients, competitors, prospects, and KDG team members themselves—to see.

“Transparency is huge part of the customer experience,” says Kyle David, CEO of KDG, “and our 99% rate of customer satisfaction shows just how much our clients appreciate this.”

In addition to the customer feedback page, KDG also uses its website to showcase impressive projects through case studies, establishes itself as a subject matter expert through blog posts, and



KDG's Lehigh Valley web design team has won an international award for its small business web design.

makes it simple for visitors to get in touch with an easy contact page.

However, this international recognition does not mean the web design team at KDG is ready to put a rest to their hard work.

“Whenever we have free time, we’re working to make our site even better for our clients and visitors,” Harwick says.

About KDG: KDG is a leading provider of [web development for higher education](#). With over 16 years of experience in using technology to help education clients to improve enrollment, campus climate, and alumni participation, KDG has developed a reputation for being able to see and respond proactively to changing markets. Most recently, KDG won wide acclaim for developing unique and engaging higher education crowdfunding campaigns. Learn more at www.kyledavidgroup.com

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