

Content Rich Portals

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Dualvision continuously invests on web sites and systems that are rich in content, and high in quality. Our goal is to provide web sites in several vertical markets adn specific areas that will be "the reference site" in terms of content quality, integrity and reliability. As some say "content is the king!".

Our goal is to create the authority web portals. A rich Internet presence is a must for any consumer-oriented organisation. However, creating and growing a community that is loyal to, and identifies with, the company's brand and image requires more than a static marketing site. Customers and visitors want entertaining content, interaction and personalisation. Well-designed consumer portals offer an enormous revenue and business potential. The ability to attract a high hit rate and retain a large community of registered visitors translates into immense profitability, given the connected advertising, sponsoring and online sales revenue. Dualvision continuously invests on web sites that are rich in content, and high in quality. Our goal is to provide web sites in several vertical markets that will be "the reference site" in terms of content quality, integrity and reliability. When creating a content rich website, we always think outside of the box. Unique ideas will generally garner more attention than the mundane and more common content concepts. We invest heavily on article and content writing and employ a big team of content writer. When writing articles, we think about what the website visitors want to know, not what we want to tell them.