



September 25, 2008—News & Events from the Baton Rouge Area Chamber

Membership

BUSINESS SPOTLIGHT

Drift Web Design, Inc.

When Virginia Huling and David Maples launched Drift Web Design, Inc., in August, 2007, they invested heavily in computer systems and software to enable them to deliver professional cutting-edge services to their clients. “We actively work to stay abreast of the newest trends in web design,” says Maples. “What works and what doesn’t absolutely changes from year to year...[our] technology and training ensure that our designs not only work for our clients, but that they drive business to their doors.” Drift’s services include website design, brand identity, internet consulting, e-commerce, custom flash animation, blogs, Content Management Systems (CMS), web hosting, and Search Engine Optimization (SEO).

With a degree in animation and digital media, and her experience designing hundreds of websites while employed as a web designer with BellSouth, Huling completes most sites in as little as two weeks from start to finish, an industry-leading timeline. “Our corporate motto is ‘Do it right the first time (DRIFT) and always put people first,’” says Maples, noting that many of the firm’s clients come to Drift after being disappointed by the delays, extra costs, and overall results they’ve gotten from other web designers.

To avoid problems, Maples suggests looking at a designer’s online presence, portfolio of work, and depth of expertise; and finding out exactly what you’ll get for your money. In addition, he advocates blogging as a means to connect with potential customers, and suggests putting video on web pages, a proven tool for keeping visitors on a website for a longer period of time.

Huling and Maples, who relocated to Baton Rouge from Atlanta, are excited about opportunities to grow their business. “Louisiana has so much potential. This is home to us, we want to build something here...Our customers, employees, and the local community all are very important to our company,” says Maples, who feels strongly about community involvement. BRAC membership is part of that involvement, as is Drift’s commitment to donate a percentage of corporate profits to a charity chosen by its employees each year.

For more information, visit www.driftwebdesign.com.

