



**Member Profile for Tom Jackson, design: samsara - web design**  
BNI Midday Referral Group - Danville, CA

**Services offered** include **web design and development** to give businesses of any size a presence on the Internet. Graphics, design, site architecture, and content are all part of bringing a dynamic and effective website to life.

These days, an effective web presence is absolutely essential for any business, no matter what size. At the very least, a website *legitimizes* a business in that it is now considered the bare minimum for any enterprise. At most, it provides an extremely cost-effective way to reach an untold number of potential clients. Finally, a strong website should help establish the site's owner as an expert in their chosen field, thereby inspiring confidence and trust.

**design: samsara** works with each client to help clarify their goals and the proper way to achieve those goals. When it comes to a web presence it is essential to properly identify the *purpose* of a website. What exactly is *the call to action* for a site's visitor and what is the best way to accomplish that action? All the ingredients of a website - design, architecture, content - should be in service to that objective.

**design: samsara** believes strongly that effective web design is much more than pretty graphics and slick design. It must enhance the client's goals and objectives. It must provide the site's visitor with a positive experience. Finally, it should provide the visitor with a reason to *return* to the site.

**A good referral** is a client who is passionate about using the Internet as a tool to reach and educate potential clients. They see the Web as more than just a place to park an online brochure; they see the potential to build a community of visitors who will return to the site again and again.

**A dream referral** is a client such as a museum, library or other large organization, who uses the Internet as the main mode of communication with clients. They understand the power of the Internet - as do their clients - and update their site on a consistent basis.