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RedLime Makes a Customer Service Splash by Focusing on Web Site Content Development

RedLime Web Development takes customer service to the next level by partnering with copywriting firm ExpressionWorks to offer business writing services aimed at creating sites as easy to read as they are to use

Tucson, Ariz. February 15, 2007 – Successful business owners know that one of the best tools for modern business is a sleek, professionally designed Web site. But even the most eye-catching site requires high quality content to attract customers and increase search engine traffic.

RedLime Web Development, a leader in custom Web site creation, has solved this issue by partnering with the business writing specialists at ExpressionWorks to offer clients a full range of writing services to help them connect with their target customers.

The partnership between the two creative organizations gives RedLime customers the advantage of full access to professional copywriters skilled in the development of high-quality Web site content and promotional materials.

“We know how important it is to have copy that drives people to a new site. The right language builds trust with visitors and keeps them returning,” said RedLime co-owner Cherie Funderburg. “What better way to help our clients succeed with their new sites than to offer them the tools to make a lasting impression?”

“We are delighted to work with the creative team at ExpressionWorks to offer copywriting and marketing solutions to our clients,” Funderburg explained. “Together, we provide the seamless integration of content and design. In the end, it’s a win-win situation for clients who want to have a Web presence that really stands out.”

About RedLime Web Development

RedLime Web Development is a leading provider of affordable, quality Web site design and practical business solutions. Headquartered in Tucson, Arizona, RedLime offers custom-designed Web sites, e-commerce integration, programming and graphic design. Co-owners Cherie and Joe Funderburg help small and large clients alike realize the full potential of their Internet businesses. For additional information on RedLime Web Development, visit www.redlimeweb.com.

About ExpressionWorks

North Carolina-based ExpressionWorks offers copywriting and marketing solutions to small businesses across the United States. From Web site content to press release writing, ExpressionWorks is focused on helping businesses use words to connect with their customers. Please visit www.expressionworks.com for more information.

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