

taotcreative

web design & marketing

the one-page overview

about taoti

Taoti Creative is a web design and marketing firm servicing commercial, governmental, and non-profit institutions, world-wide. Our creative approach emphasizes multi-faceted, objective-oriented solutions that deliver results, on time, on budget, and on target.

Our process ensures that each aspect of a project takes into account the fundamental goals and objectives of our clients. It's not sufficient to just have great deliverables. They need to work together as an integrated and seamless solution that gets the job done.

flexible

- unlimited creative revisions
- risk-free evaluation period
- flexible payment options

results-oriented

- strategy-based process
- goal-oriented deliverables
- milestone-based schedule

experienced

- 750+ clients
- founded in 1996
- clients in 14 countries

solutions

web

website design & hosting web programming, micro sites, flash, web 2.0, ecommerce solutions, content management systems, custom-built and "open source" development, it consulting

marketing

search engine placement and marketing, interactive marketing, viral strategies, media buying and placement, direct mail, tradeshow and event production

creative

copy writing, graphic design, flash development, audio/video production, brand development, logo development, identity guides, web and print collateral, product messaging testing, focus groups, campaign themes

strategy

brand promotion strategy, field research & audits, usability and interface analysis, technical specification creation, business strategy

our clients

- The World Bank
- California State Senate
- Department of Defense
- National Kidney Registry
- University of Miami
- Vineyard Furniture
- AirPal Medical Systems
- Advanced Center for Surgery
- Show My Game
- Penn State University
- Minco Mining
- United Church of Christ
- Long & Foster
- BMW
- Action Aircraft
- University of Dortmund
- City of Great Falls, Montana
- The Metropolitan Company

"Absolutely top-notch work! I am amazed with your output given the time frame (which was zero). Thanks for the substantial meeting ammo.. Your help is invaluable."

– Bruce

Long & Foster

"I don't know how to thank you enough for putting my emergency at the top of your list and fixing it so quickly. We have been absolutely thrilled with Taoti Creative from day one. You are clearly an expert at what you do."

– Annette,

MyFitnessTrainer.com

what makes taoti unique



Unlimited Design Revisions

We keep working on the design mockups until you say they're perfect. User interface is paramount and one of our strongest suits—certainly not an area in which we should skip!

Creative and Code Ownership

Once we're finished, we provide all the working files, including source code and native design file formats to you. You own everything you've paid for.

We Manage Our Own Servers

We're not simply reselling someone else's stuff, so you don't have the web guy blaming the server guy or vice versa. Whatever your issue, we're the only call you need to make.

12+ Year Track Record

We have over 750 clients and have been around since 1996. You don't build that many sites without learning a thing or two.

Certified and Qualified

Taoti is a good-standing member of the Better Business Bureau, registered with the CCR (Central Contractors Registration), and a member of the Small Business Association (SBA).

Full Service In House

We provide the design, flash, SEO, PPC, copy writing, marketing, hosting and most other related services, all in house. Forgive the cliché, but we're a *one stop shop*.

“From the first day we ever spoke about website development, until now, you have consistently educated and informed in your special, straightforward manner on topics that are foreign to myself and your other clients”

— Lisa,
Advanced Centre for Surgery

Taoti at a glance

Taoti: It's an acronym that stands for “The **Art Of** The Internet.”

Established: 1996

Employees: 9 (plus a handful of local freelancers that we use regularly)

Location: Washington, DC (with a small production office in Nampa, ID.)

Financials: We don't disclose numbers, but we can tell you that we have zero debt and are profitable. Always have been from day one.

Licensed and Insured: Yes. Bonding and Escrow services upon request.

Politics & Religion: We service both sectors, but have no affiliations.

track record

We understand that given how few details there are at this point about the project itself, your choice as to which vendor to partner with for this project will be largely based on track record. We are very proud of our 12 year / 750+ client history. Our work runs the gamut from the simplest one-page type of sites for individuals to enterprise-caliber applications used for government and world organizations. We feel that the diversity of our work and client base is a huge advantage in that it gives us a broad range of experience and perspectives. We've seen a lot of business models, a lot of what works and what doesn't, and a lot of ways to skin the proverbial cat. When you team with Taoti, you're not just getting a developer for hire. We bring with us the trials and tribulations of our previous clients so that we can help you learn from their experiences as well. Programmers are abundant. But a well-rounded firm with the breadth of experience and track record that Taoti has are hard to come by. These sites are included to demonstrate our abilities with regard to complex, enterprise-caliber web application development.



California State Senate - <http://www.cssrc.us/> Taoti developed and hosts a network of websites featuring a custom and proprietary user and content management system for the State of California—specifically, their State Senate Caucus. The system allows a single person to create new sites for senators on the fly and essentially manage the entire senate's web needs from a single, web-based admin area. One man manages the entire network (17 individual sites, one central caucus sites, and over half a million users per day). This was accomplished by providing user-level controls and permissions so that different users with different authority could work on their part of the websites without 'screwing up' other portions that were beyond their access level.



Show My Game, LLC - <http://www.showmygame.com> This site is essentially "A YouTube for Amateur Athletes." Taoti developed this social networking site based on the YouTube model. Again, it only takes a single person to manage this entire site (and even he only touches it about once per week to check reports.) It's a 'set it and forget it' type of application. This site also features a unique video player that incorporates context-based ads streamed from a third party ad provider while using the streaming video content from the site itself, making for a turn-key revenue model that cost the company almost nothing to implement. It just sits there and makes money while another agency handles all the ad issues.



National Kidney Registry, Inc. - <http://www.kidneyregistry.org> In what may be one of the most challenging programming projects Taoti has ever undertaken, this project required us to develop from-scratch software approaching the classification of 'artificial intelligence.' The system pairs kidney donors with those in need of a kidney, but not just as a straight swap. Instead, the system takes data from transplant centers across the nation, centralizes and standardizes it, and then runs what can only be describe as a magic process, and spits out paired and multi-chained exchanges. Aside from the NKR's central ability to manage everything from their web-based dashboard, we also developed dashboards for each participating kidney center to manage their own patients (thus taking that legwork off the NKR staff.) Our success here isn't measured in new sales or increased dollars. This one is measured in lives saved. (Taoti is especially proud of our work on this project—it's the only kidney matching system of its kind in the world. We're also a proud founding benefactor and ongoing contribute to this cause.)

“ In short, I need one party I talk to on all web matters that is savvy and capable and responds quickly. These guys fit the bill. Everything they do is to fix issue the right way on the front end, so hassles on down time don't happen on the back end.”

— Eric
Vineyard Furniture

web design samples

(Many more case studies, screenshots, logos, and other showcase material are available at <http://taoti.com/portfolio.php>).

