

Jobecca Launches New Web Site

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I'm thrilled to announce the release of our new web site. The re-vamped Jobecca.com site is the result of a lot of work and a terrific collaboration with our two web designers, [Help Me Rhonda](#), and [Starbits Studios](#).

I felt early on that it was important to achieve three objectives with the new web site: The first was a need to upgrade to a really crisp and professional look. Our original Jobecca site, while terrific when first released, had been maintained in-house (if at all), and frankly, it was beginning to look a bit dilapidated.

The second objective was having an easy mechanism for posting and archiving news articles, like this one (and perhaps I'm being liberal here in my use of the word "news"... "Coffee" anyone?).

Finally, I wanted to make it easy for visitors to sign up for our e-mail newsletter, The Jobecca Journal.

Selecting the web designer was easy. I've known Rhonda Serkes, the owner of Help Me Rhonda for over a year. In that time, I've come to appreciate her incredible design talents. Beyond that, she was able to work with her copy writer to tighten up my sometimes voluminous prose. The result: a web site that is crisp in both design and detail. In short: exactly what I wanted.

As you are reading this article, you may have navigated through our News page. While the design is part of the overall site designed by [Help Me Rhonda](#), the back end programming that enables me to post articles comes to us courtesy of Steve Arbitman, of [Starbits Studios](#). Steve was able to easily grasp my objectives, and as importantly, what I didn't need. The result: an easy-to-use interface that makes the job of posting and managing articles almost effortless.

The final piece was Steve's linking of Rhonda's beautifully designed "sign up" button, to a back end form which allows visitors to automatically sign up to our Constant Contact newsletter.

Oh, by the way, if you've linked to this article from the newsletter, you should know that Rhonda created that design as well! The programming team at [Constant Contact](#) did a terrific job in importing her design into a

functional, easy-to-use template. So an additional thank you to J. Belotti and the team at Constant Contact.

So in ending this update, let me tell you that it is my hope that this web site evolves a lot over the coming months, and how wonderful it was working with these skilled professionals. I encourage you to visit their sites and contact them if you think they can help you in your business.

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