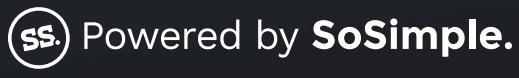
# EXCEPTIONAL WEBSITES

FOR CLIENTS IN THE BUILT ENVIRONMENT

sosimple.

CUSTOM DESIGN | COMPLETE CONTROL | ON-GOING SUPPORT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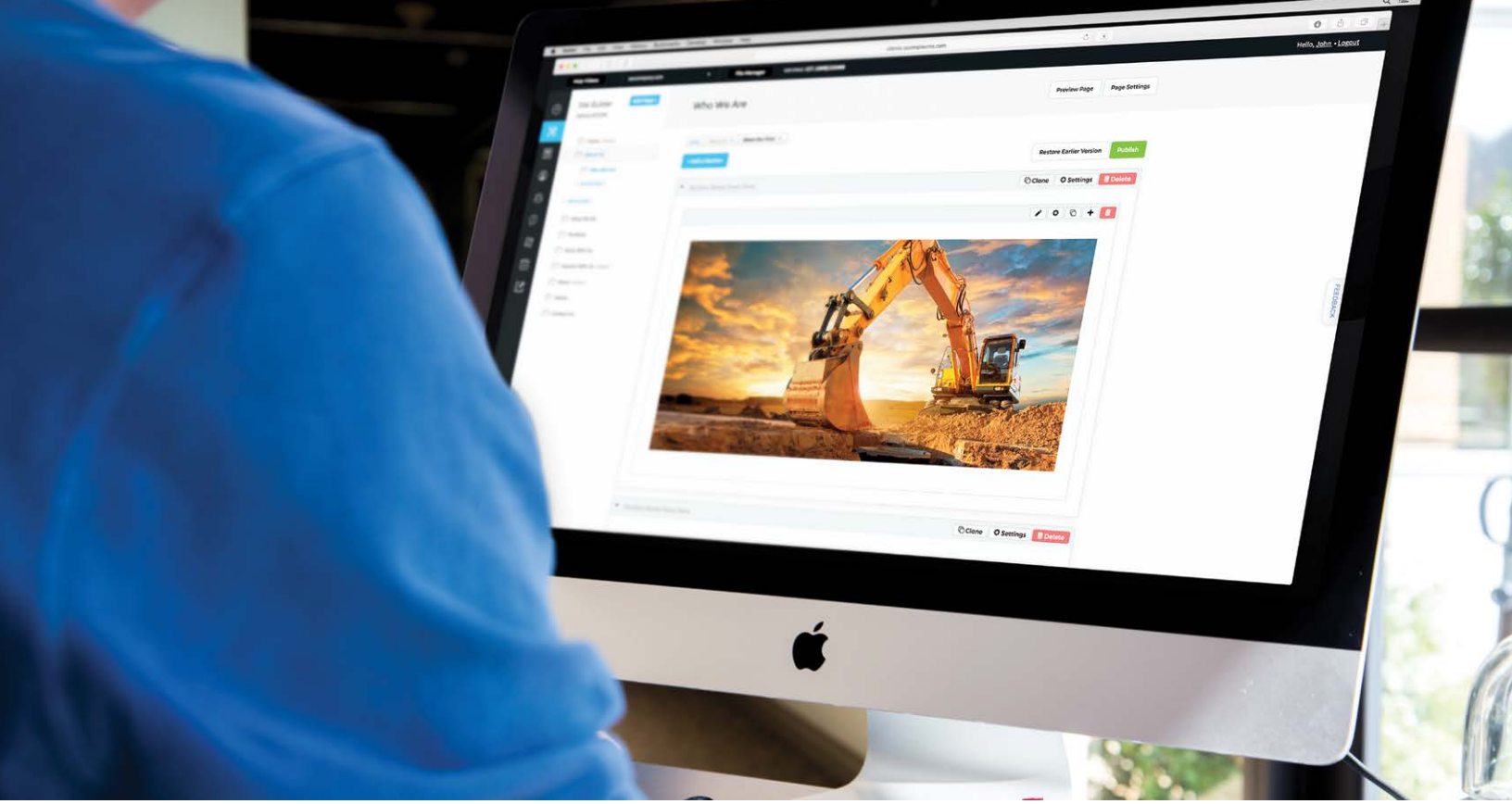



# Is it Time to Upgrade Your Website?

SoSimple creates exceptional websites for Architectural, Engineering and Construction firms, built on a platform that helps marketing and business development teams focus on what's really important, rather than tedious activities that don't impact the bottom line.

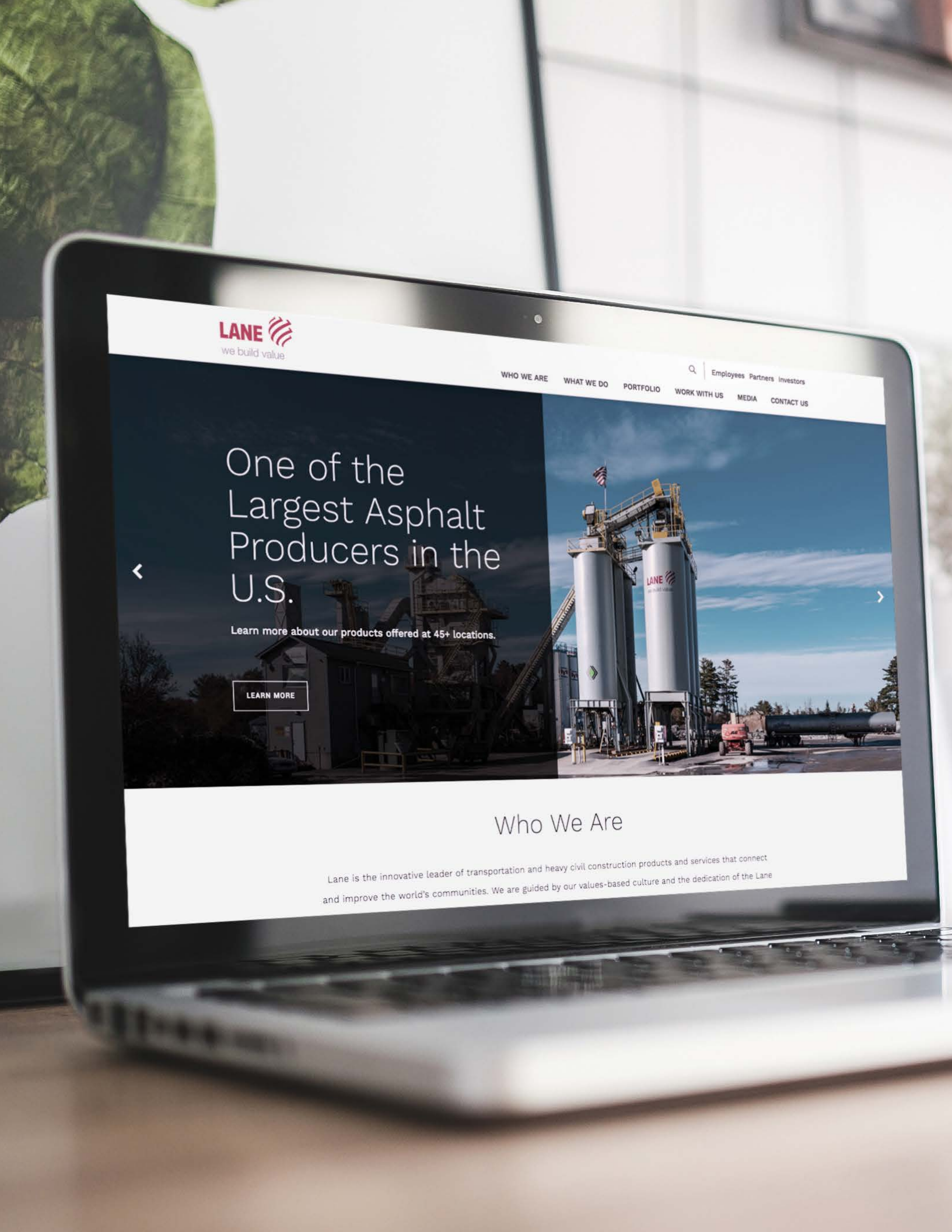
## We have worked with AEC clients throughout the nation. Time after time, people are looking for the same things when contemplating a new website.

- They're looking for a team that can hit the ground running
- They're looking to differentiate their firm from competitors
- They're looking for the ability to easily manage and update content
- They're looking to accomplish more in less time

# You want to work with a firm that understands your industry.

## We Speak Your Language

Our extensive portfolio consists of websites completed for design and construction firms throughout the country, and we have a deep understanding of the built environment. There are very few companies that possess the breadth of experience that characterizes our team. Avoid the typical “learning curve” that comes with outside consultants who do not fully grasp the needs of your business.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MEDIA
CONTACT US
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Partners
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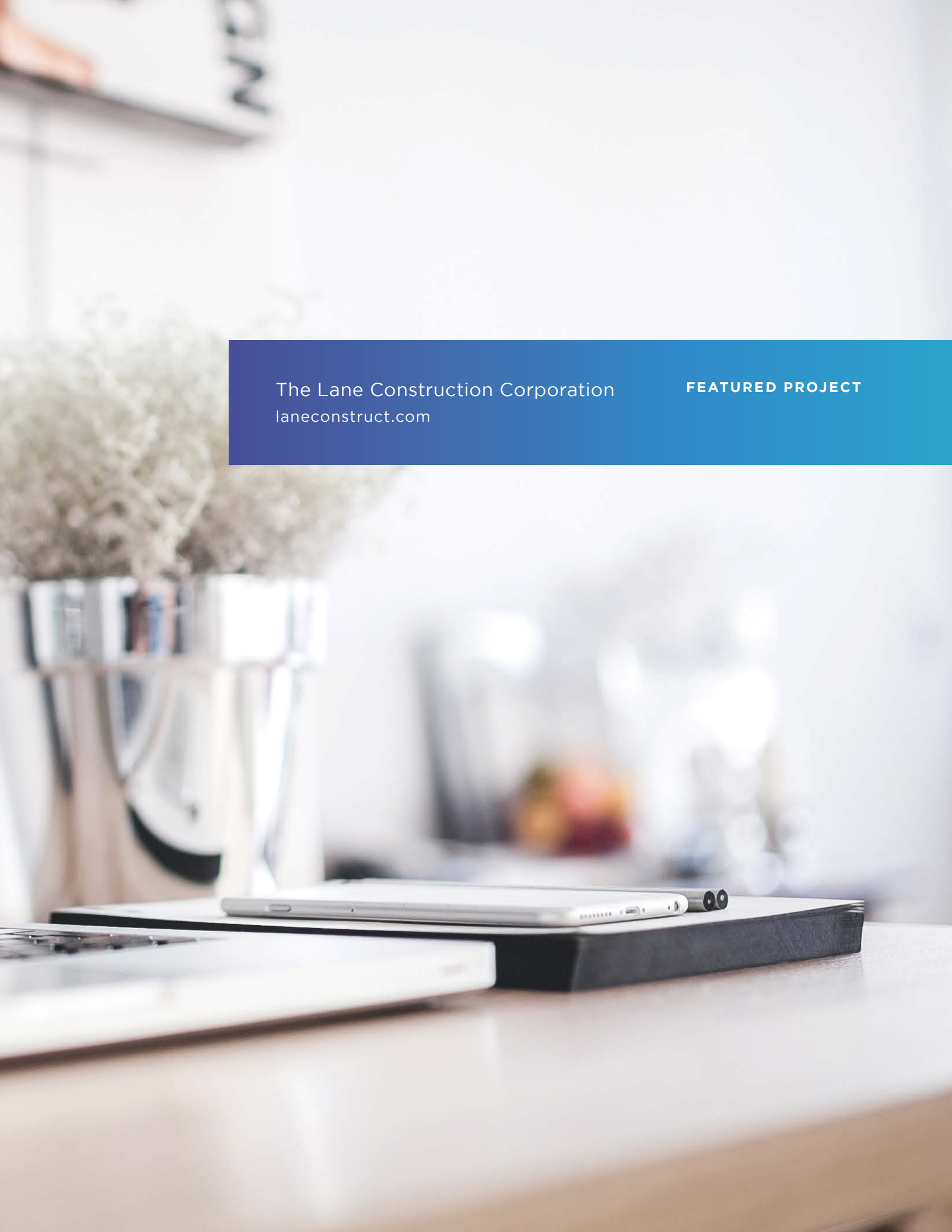
Who We Are
Lane is the innovative leader of transportation and heavy civil construction products and services that connect and improve the world's communities. We are guided by our values-based culture and the dedication of the Lane



The Lane Construction Corporation
laneconstruct.com

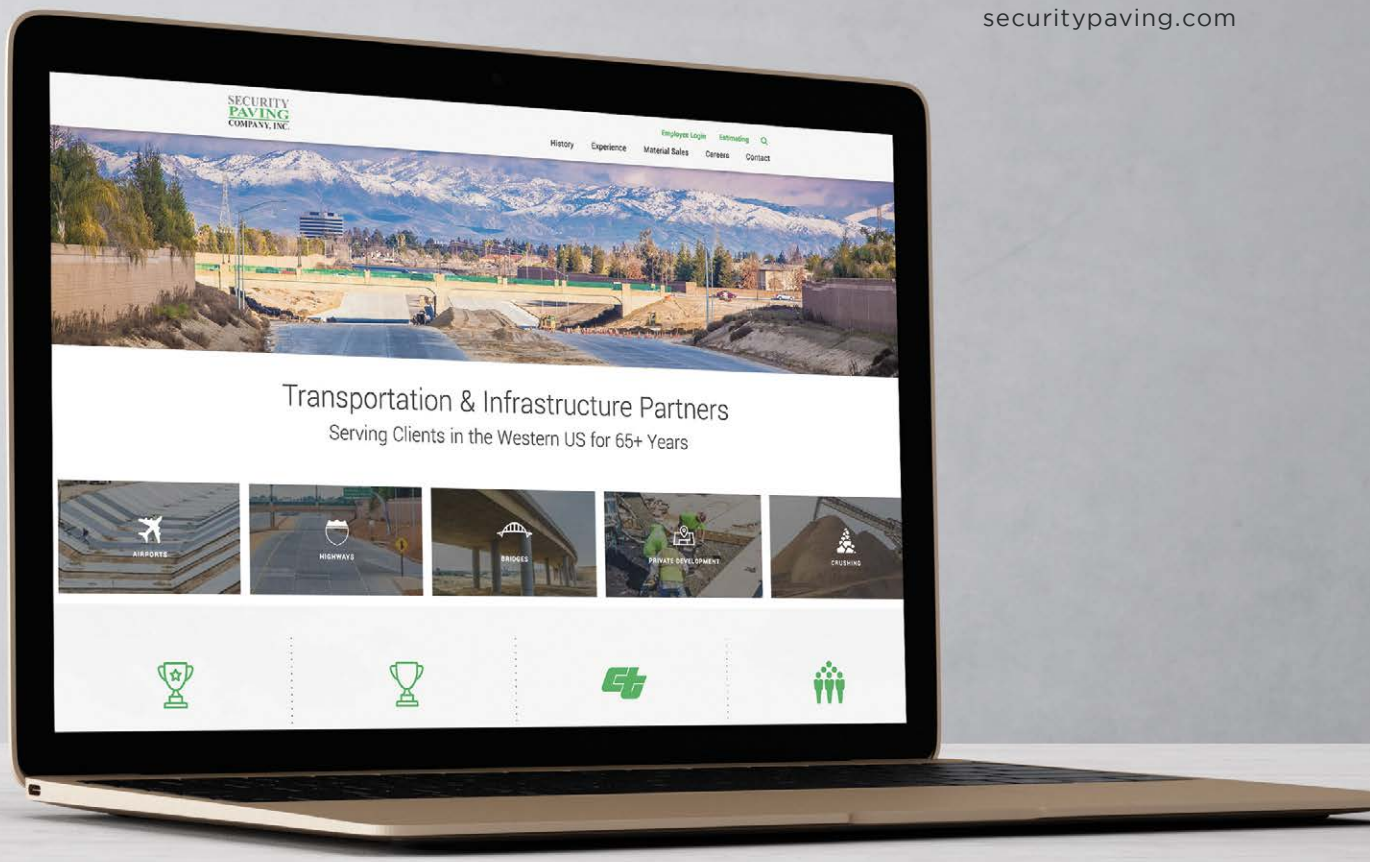
**FEATURED PROJECT**

# You want an exceptional website that accurately reflects who you are and what you do.

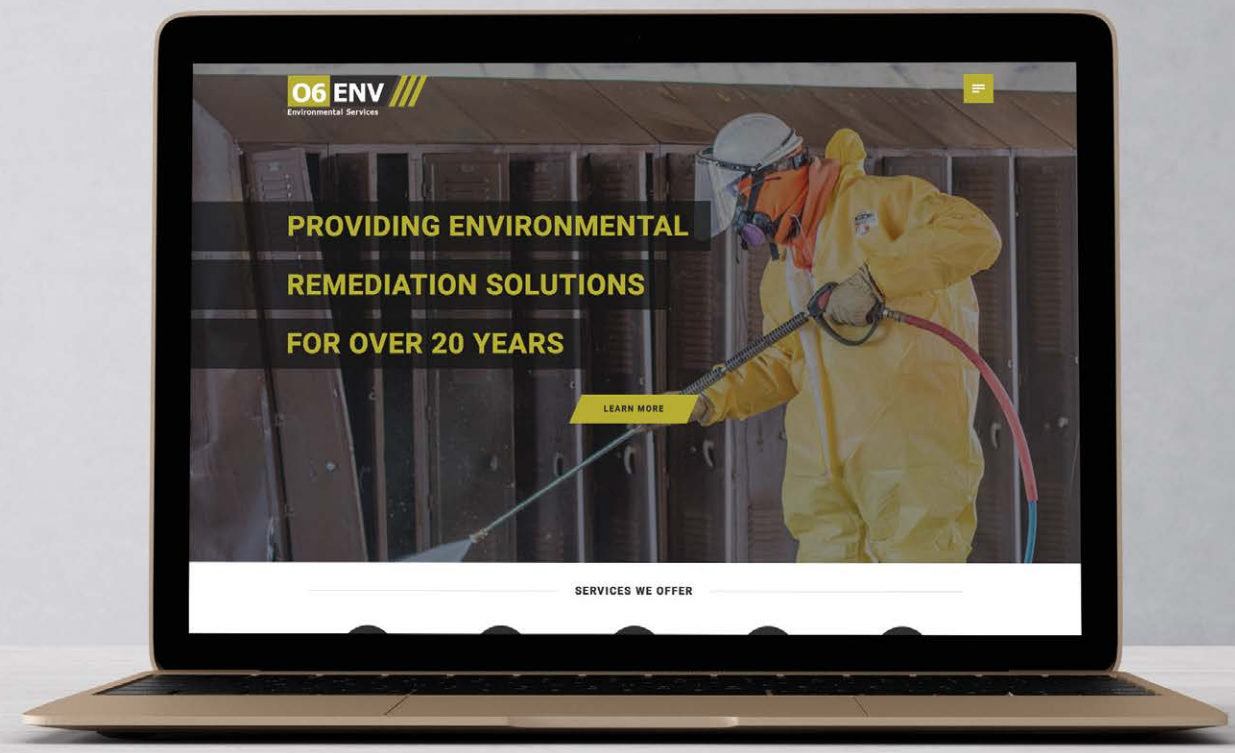
## Stand Out from Your Competitors

An exceptional website starts with a custom design that truly reflects your brand. We don't use templates, themes or plug-ins that force you to sacrifice your vision and goals. We begin each project with an in-depth strategy discussion. Armed with a solid understanding of your unique identity and expectations, we begin developing concepts that convey your core messages, showcase your experience and differentiate your company from the rest of the pack.

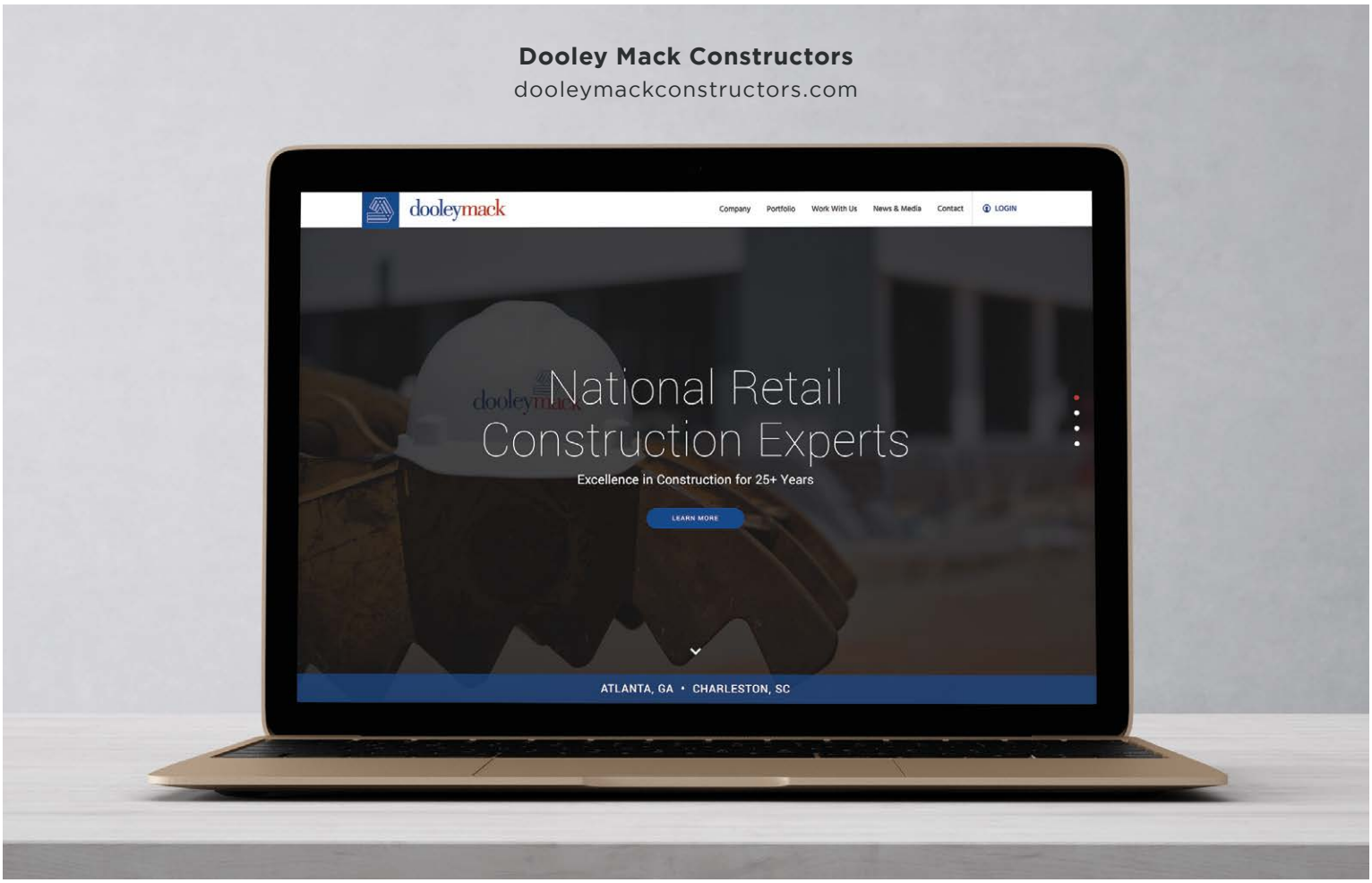
**Security Paving Company**
securitypaving.com



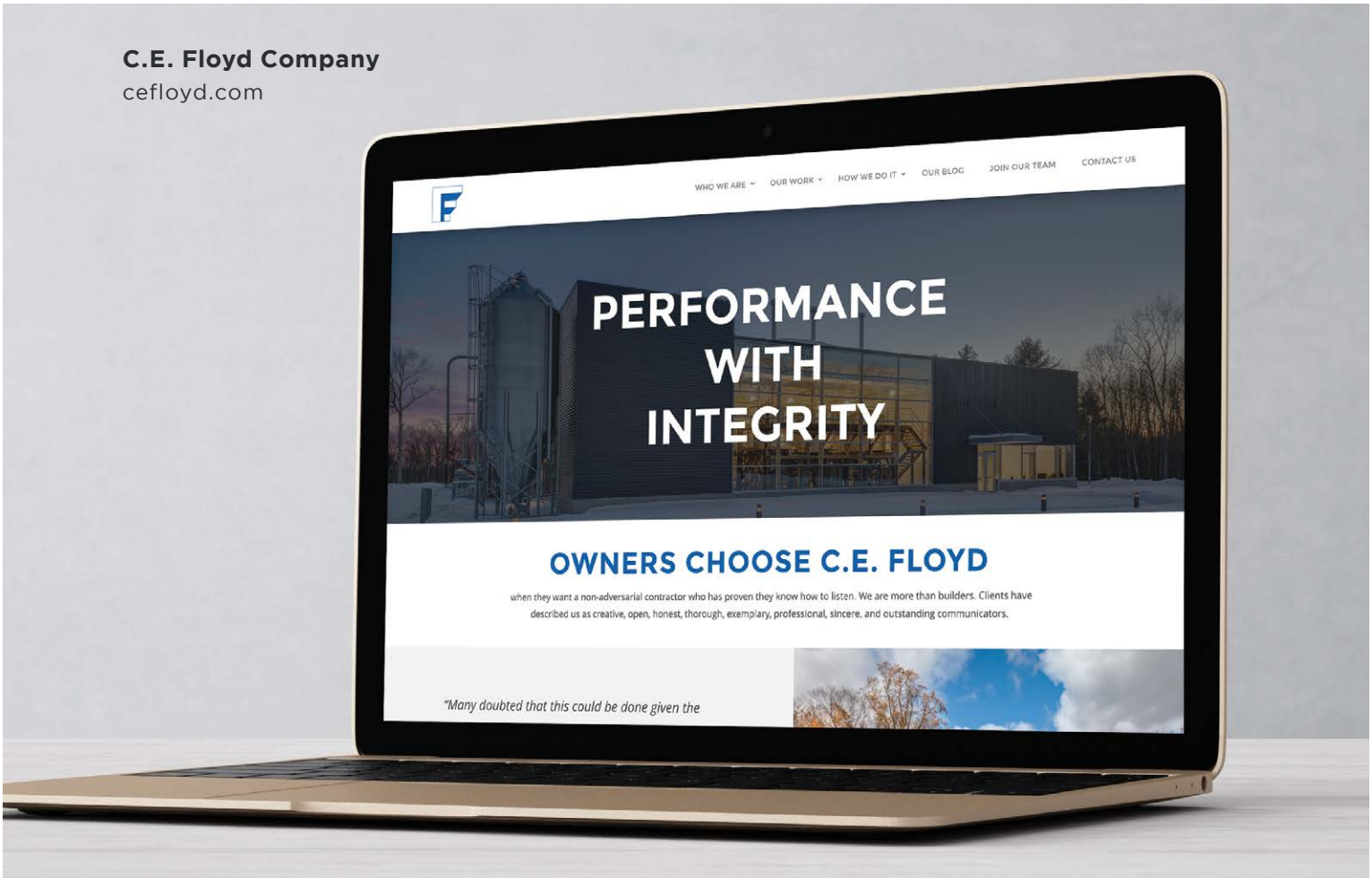

**O6 Environmental Services**
o6env.com



**Dooley Mack Constructors**
dooleymackconstructors.com




**C.E. Floyd Company**
cefloyd.com



# You don't have the in-house expertise or budget to support on-going website maintenance.

## It’s Called SoSimple for a Reason

Our easy-to-use content management system is designed to make updating and scaling your website a breeze. Unlike other systems such as WordPress, Joomla and Drupal™, we keep you at the forefront of the back-end experience. With no coding or technical skills required, you can virtually eliminate the costs associated with hiring developers to make routine updates and changes.

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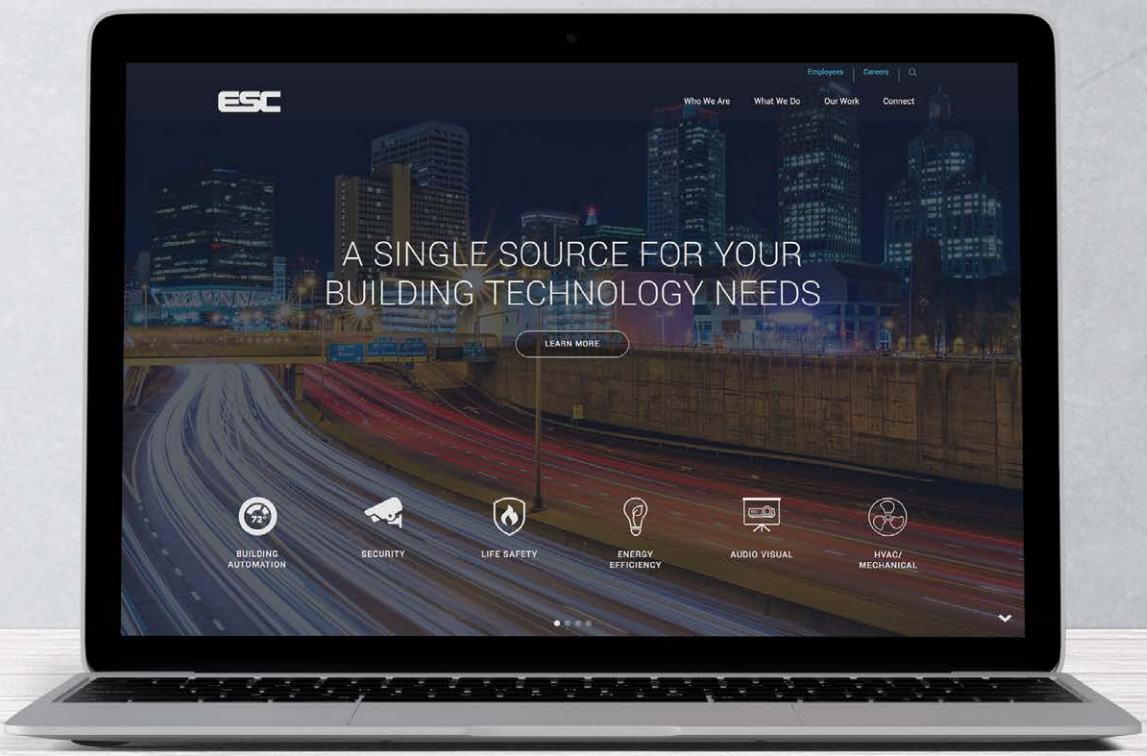
# You rely on too many programs to manage your website, track leads and send communications.

## Do More in Way Less Time

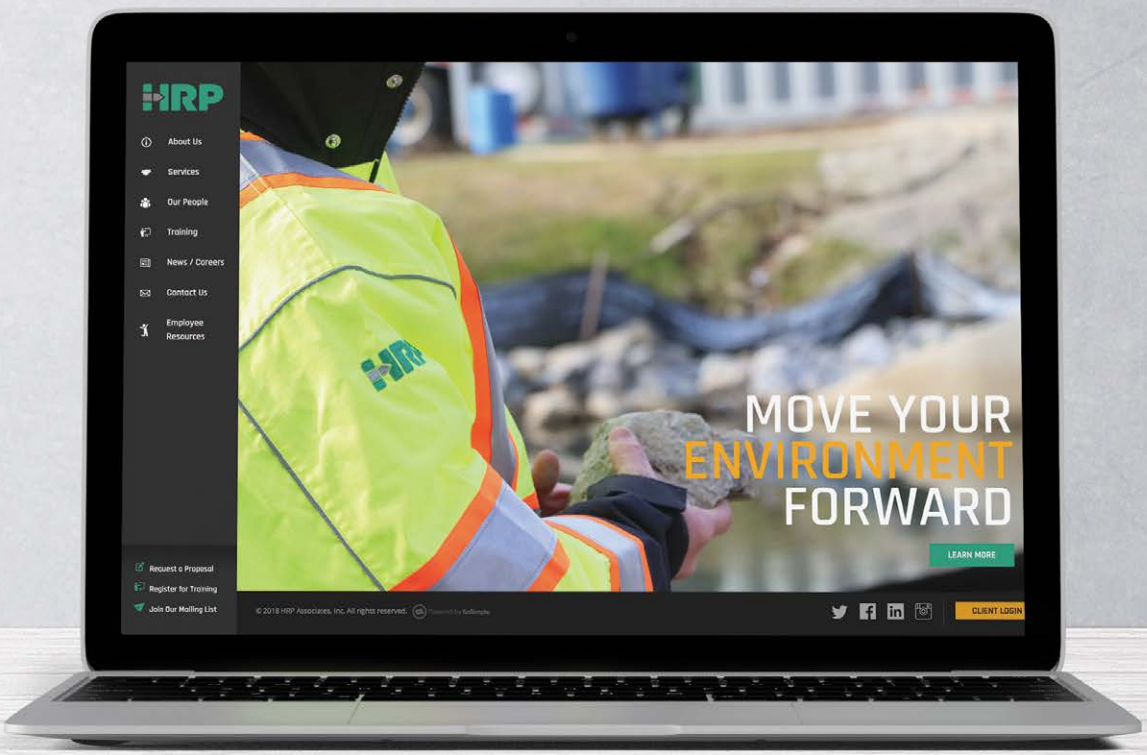
Our platform is like no other solution. We've built the best aspects of popular CRM, marketing automation, email campaign, text messaging, large-file sharing and portal/intranet creation tools into our incredibly easy-to-use content management system. Spend less time stretching yourself across multiple programs and more time gaining results.

**Depp Glass**
deppglass.com

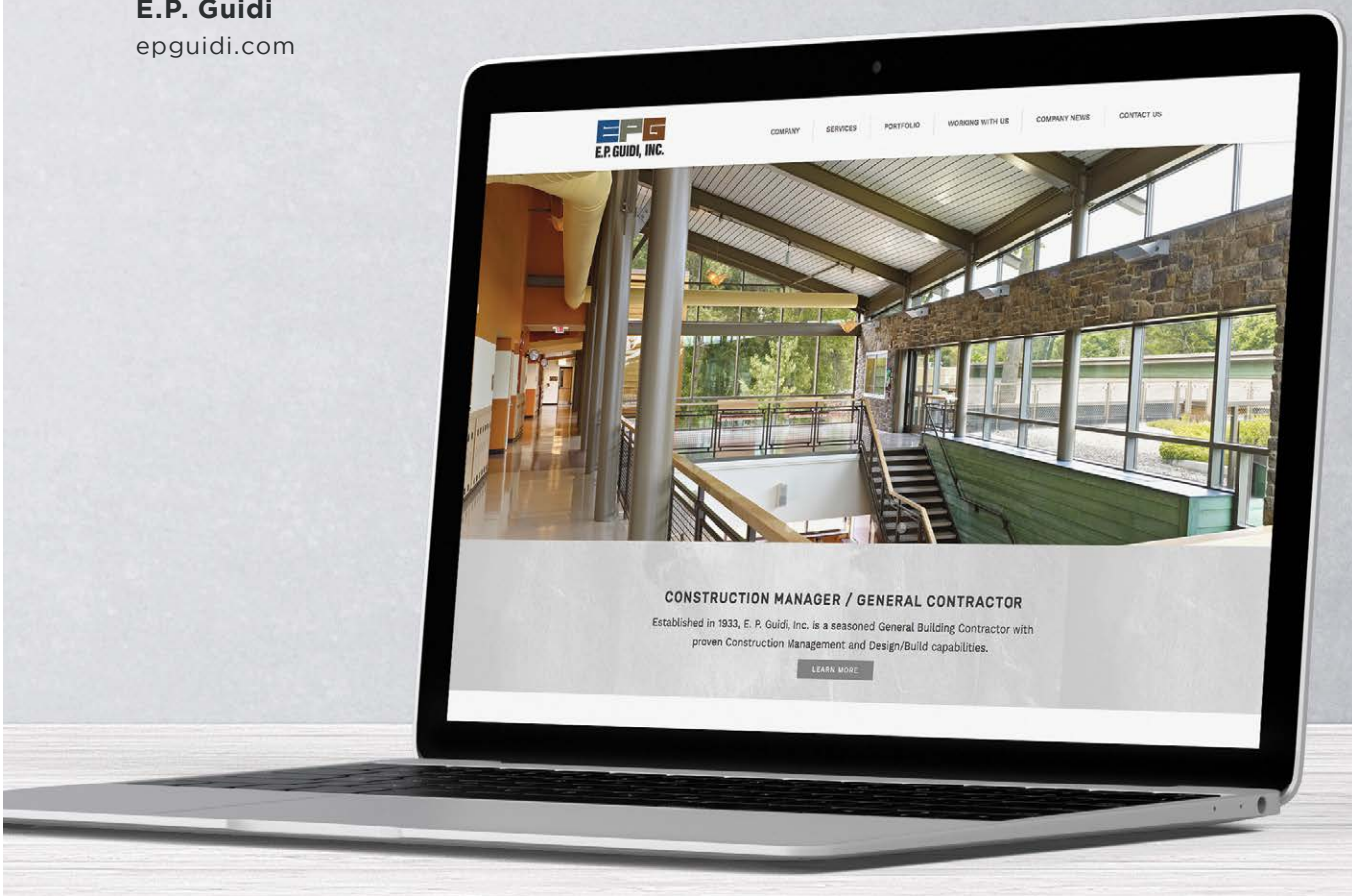
**Environmental Systems Corporation**
esccontrols.com



**HRP Associates**
hrpassociates.com




**E.P. Guidi**
epguidi.com



# One Centralized Platform

We've taken the best aspects of popular CRMs, email marketing and text messaging platforms, large-file sharing, and scheduling and registration software, and combined these assets into a best-in-class content management system.

## Easy Website Management

With SoSimple CMS, you can edit, manage and expand your website with our amazingly easy-to-use web-based content management system. Add blogs, photo galleries, calendars, forms, job boards, interactive maps and much more in just a few clicks.

## CRM/Database Management

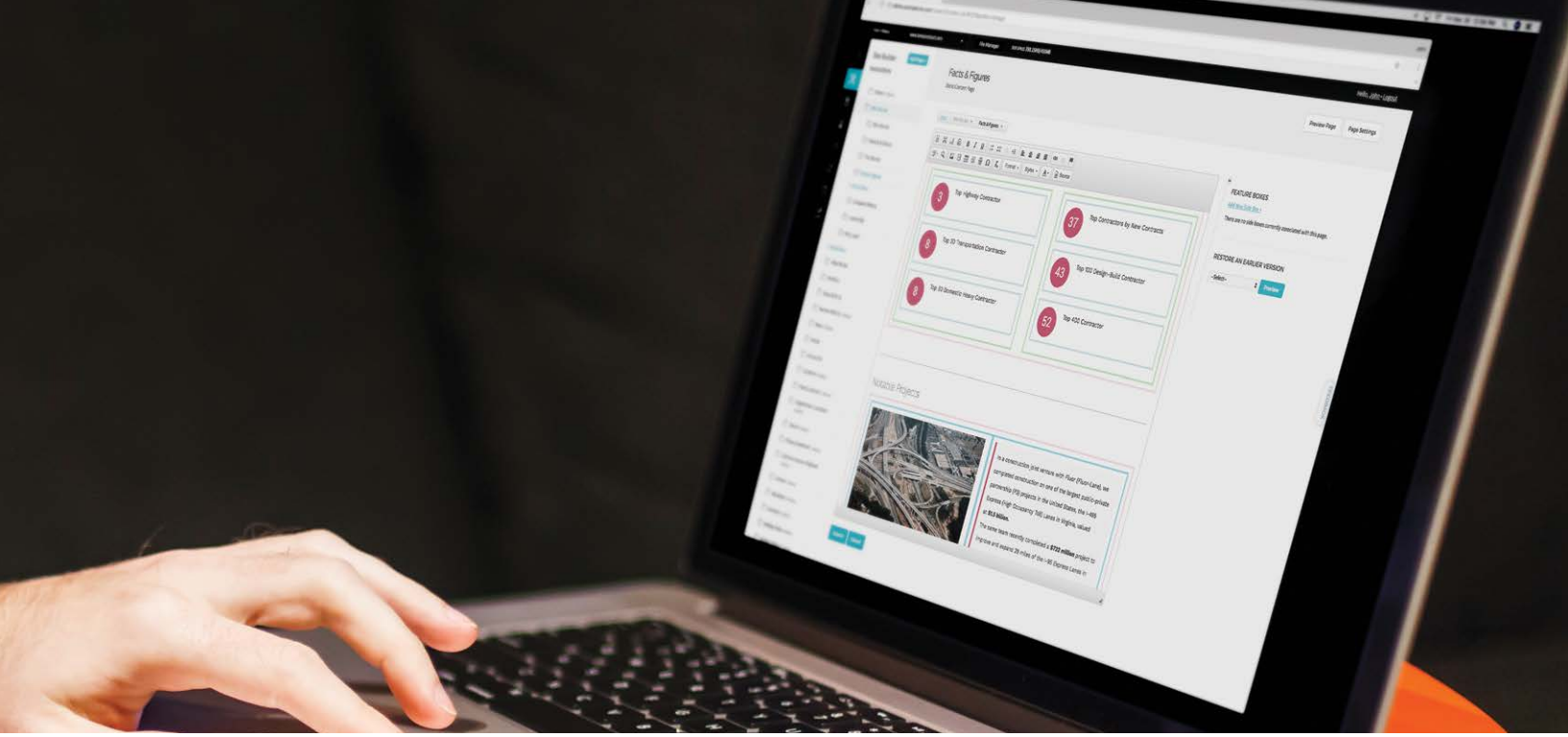
Import or manually add members to your database. Set permissions and grant access to password-protected portals. Plus, customize database fields and displays, and create custom filters.

## Email Marketing & Text Messaging

Design and send bulk emails and text messages to individual members or entire permission groups. Choose existing email templates or design on the fly. Send communications as standalone messages or part of larger on-going campaigns.

## Registration/Scheduling System

Our intuitive registration and scheduling system is built directly into your website. Easily schedule meetings, manage registrations and event sign-ups, schedule tours or conferences and sync with your calendar of choice, all from one convenient source.



## Secure Large-File Sharing

We offer a two-way, secure file sharing and storage system that will allow you to upload, organize, share and restrict access to large files, folders and subfolders to individuals or entire permission groups.

## Portals & Intranets

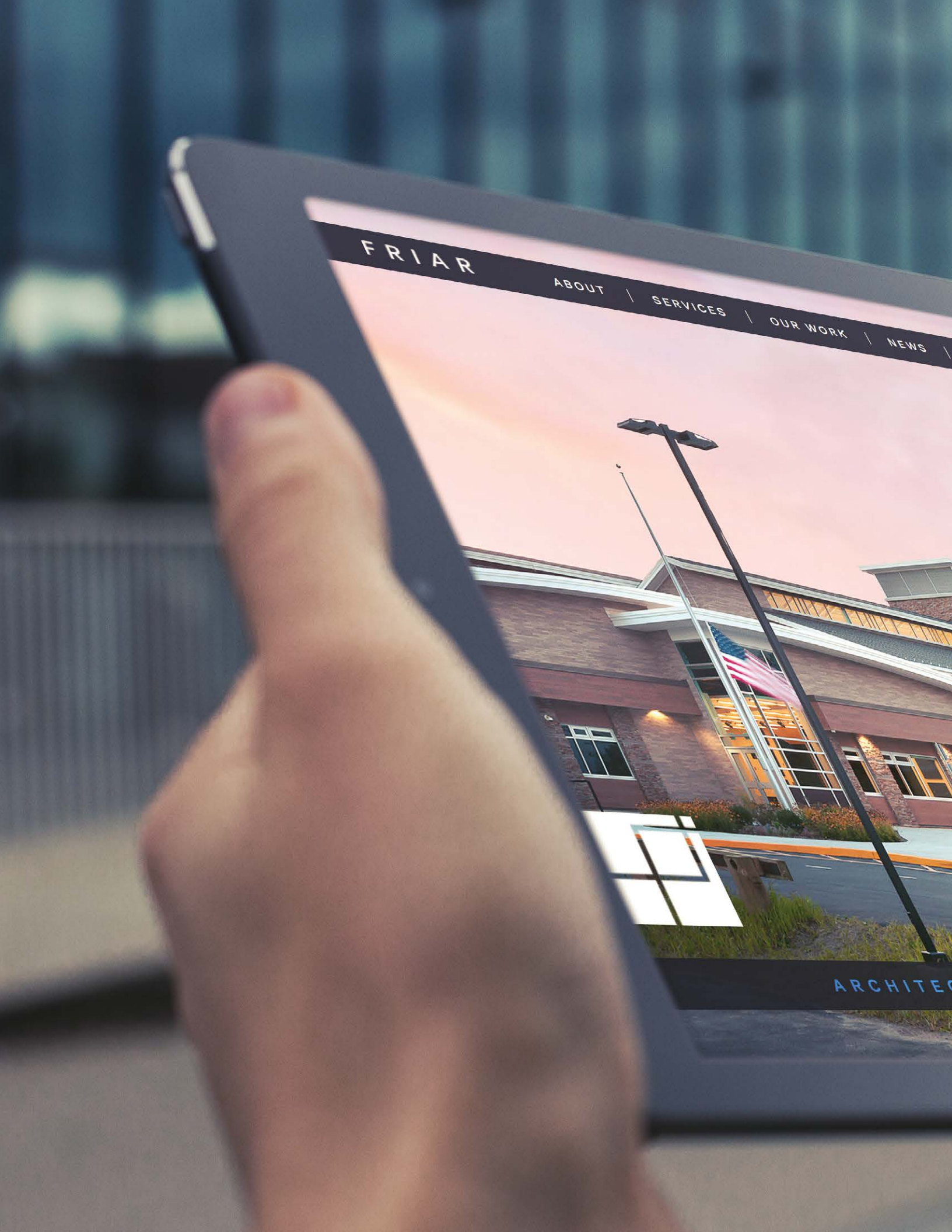
Create special sections of your website to feature member-specific content. These sections can be password-protected and restricted to specific groups.

## Reporting & Analytics

Our built-in reporting capabilities show you what your email or text message looked like, who it was sent to, who opened it, and which links were clicked. Plus, view the entire page history of any member of your database, or view an integrated Google Analytics feed to see website performance across all users.

## Personalized Letters & Labels

Go offline and print personalized letters or Avery labels. Create form letters by choosing an existing template or by designing a new message. Use dynamic merge tags to personalize each letter or label.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Friar Architecture
friar.com

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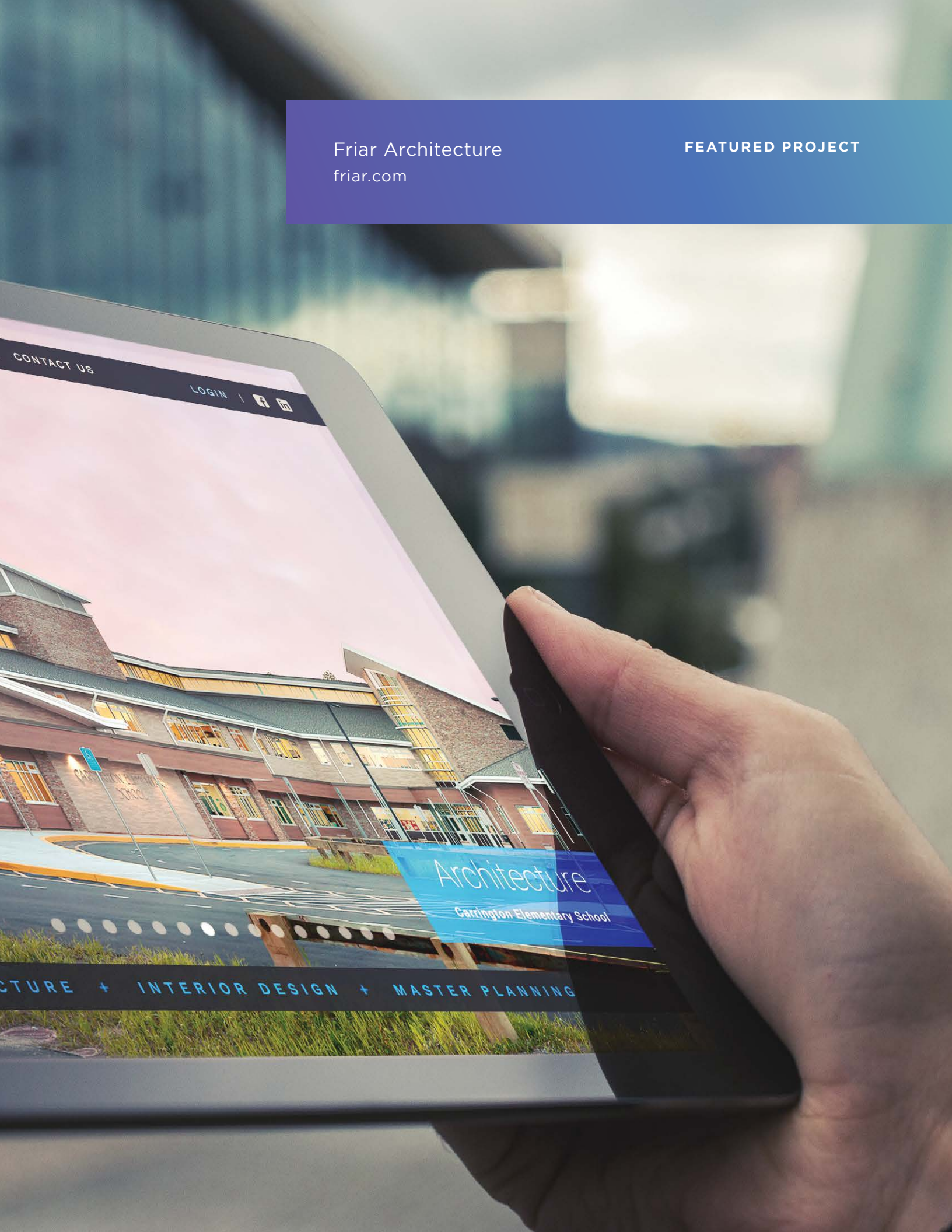


# Additional Features

SoSimple's platform is like no other system on the market. Our platform helps clients improve their marketing and sales while providing efficient solutions for many of the operational challenges that they face, all from one centralized system. Here are a few more of the features that our system offers.

## Unmatched Scalability

Expand your website at no extra cost to you. With SoSimple CMS, you can add advanced functionality to any page in just a few clicks. Simply create a page, select the page type, and the advanced functionality along with your unique design style will be added automatically. Add blogs, photo galleries, job boards, forms, portfolios and more. With a large variety of page types, the possibilities are endless!

## Mobile Optimization

We create responsive, mobile-optimized designs to ensure that your website shines on any viewing device. Visitors will have an optimal viewing experience, whether they are on a desktop computer, tablet, or smartphone.

## Accessibility

Log in from any location to manage your website via our web-based administrative control panel. Make changes within a matter of seconds and push them live.

## Unlimited Pages

Scalability is key. Add new pages and subpages to your website as your business grows and changes, making it relevant today, tomorrow and even years from now.

## Page & Content Cloning

Don't reinvent the wheel. Easily duplicate entire pages and content areas to save time. Once cloned, you can easily swap out copy, images, titles and more.

## User Permissions

Grant or restrict access to any page for administrators to ensure security and control of your website content.

## Manage SEO

Take the voodoo out of search engine optimization (SEO). Our CMS allows you to self-manage title tags, meta descriptions, alt tags and keywords without any coding knowledge.

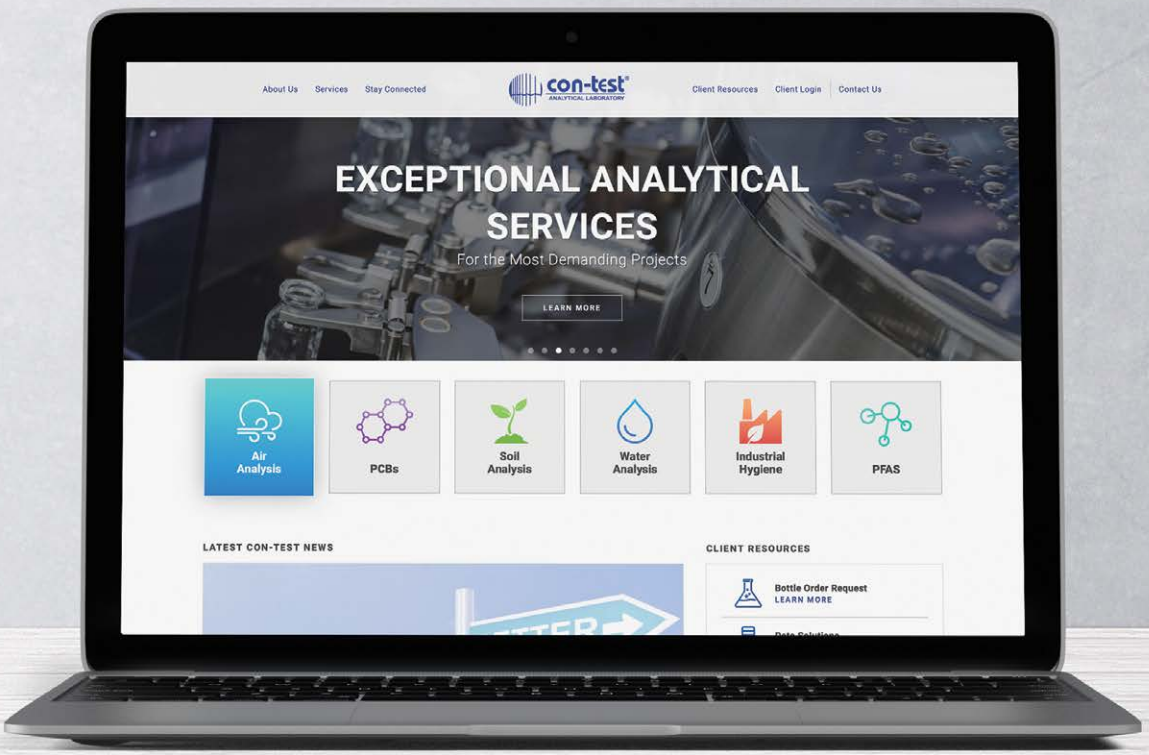
## Page Rollback

Mistakes happen. When they do, our page rollback feature allows you to go back in time to restore previous versions of pages that you've edited.

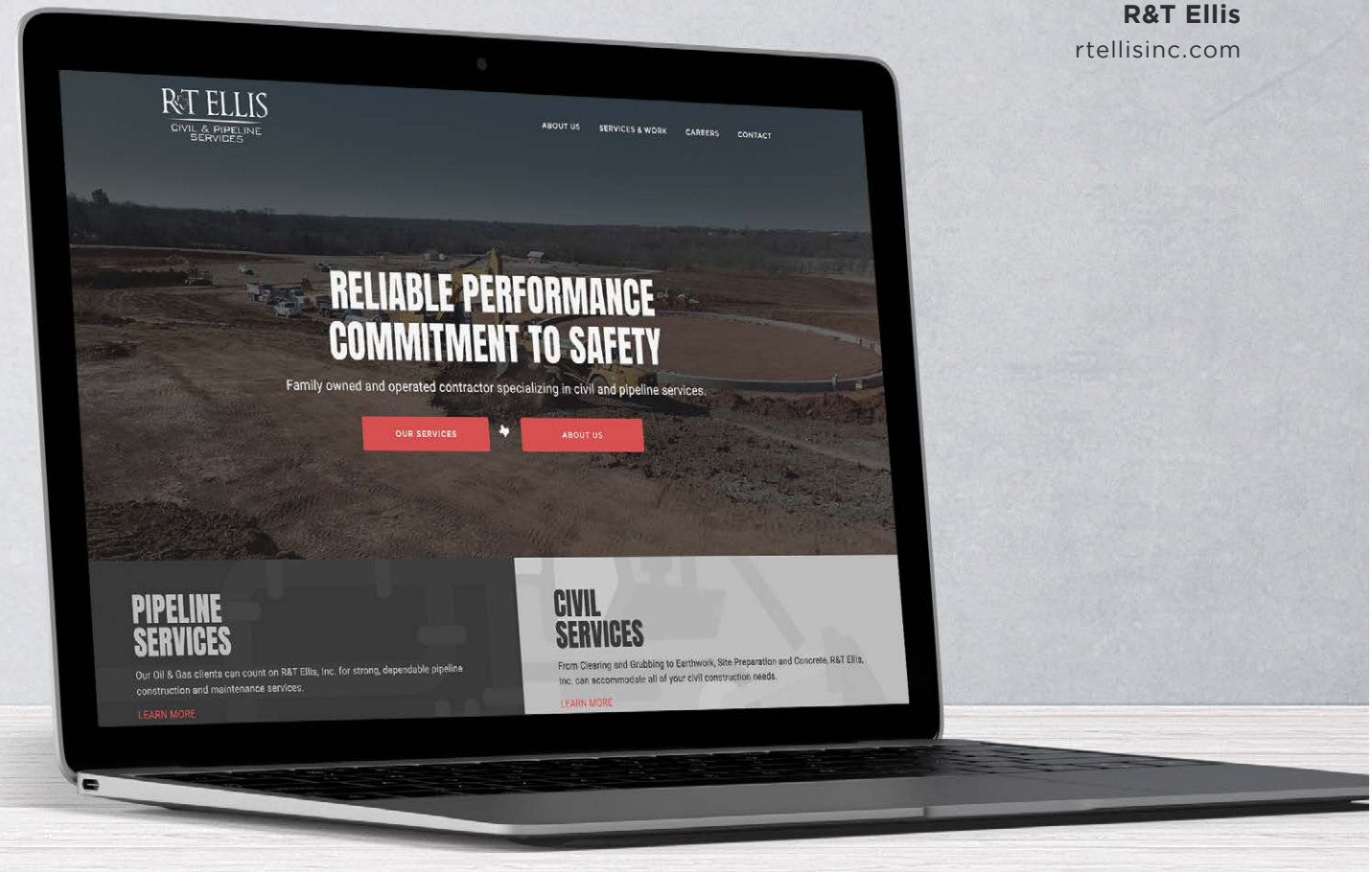
## Portals & Protected Pages

Create password-protected portals or hidden pages to restrict access to sensitive content. This can be done on entire sections of your website for intranet management and portals, or on any individual page within your website.

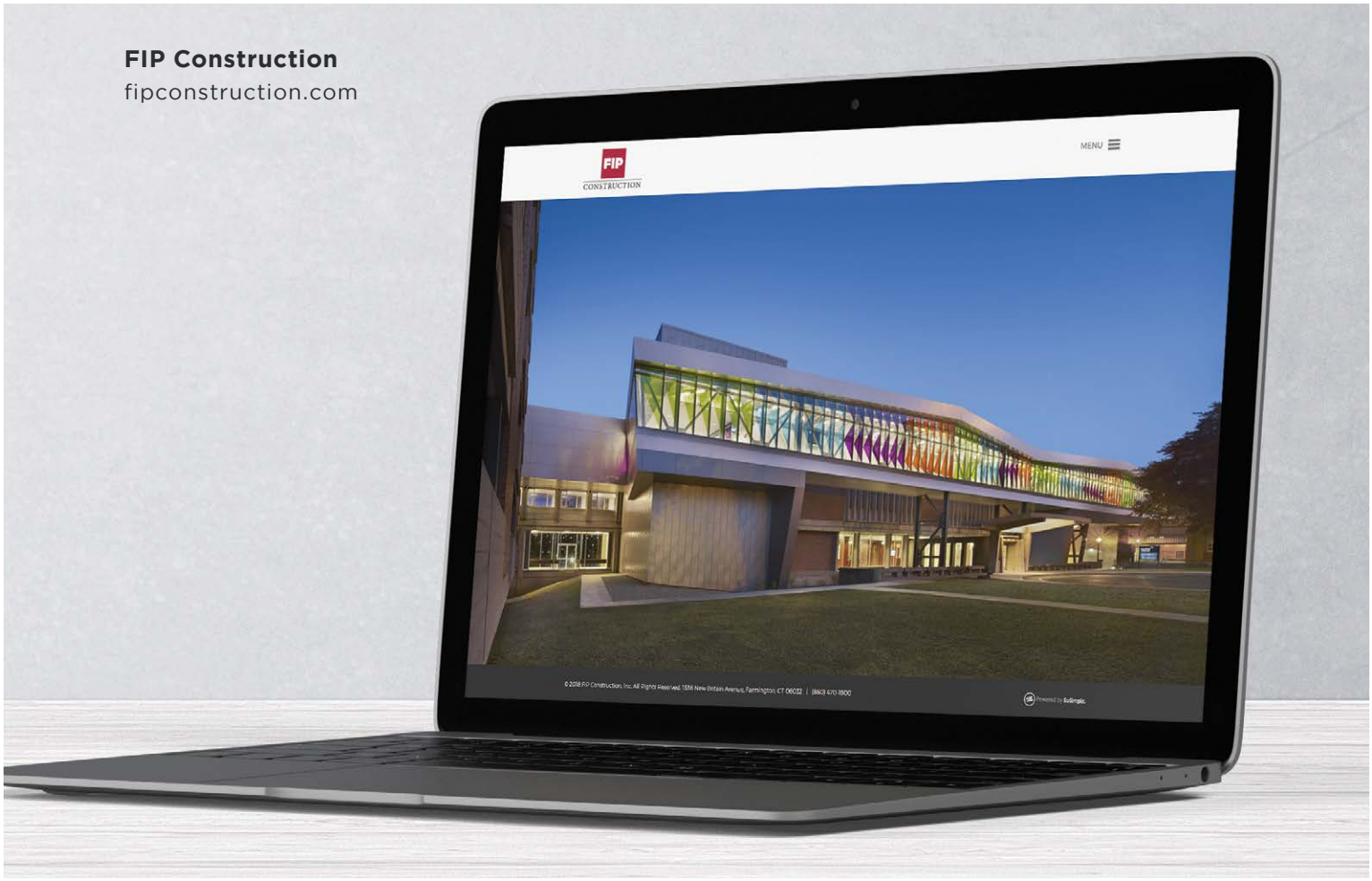
**Con-Test Analytical Laboratory**
contestlabs.com



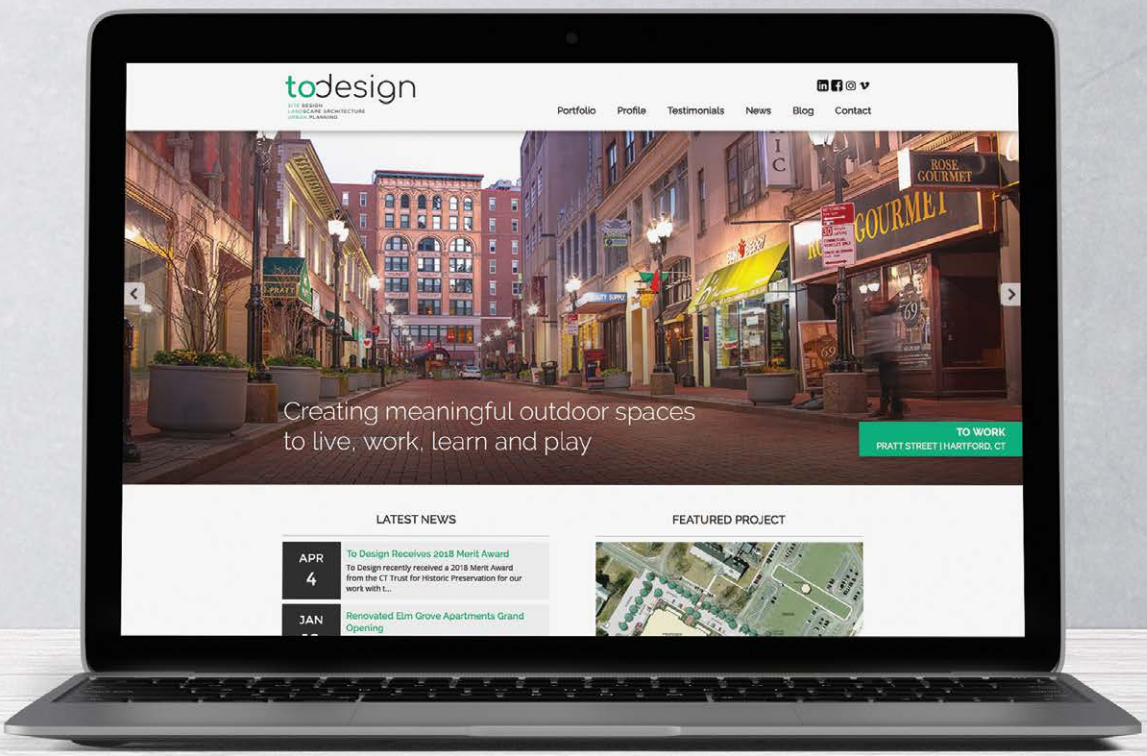

**R&T Ellis**
rtellisinc.com

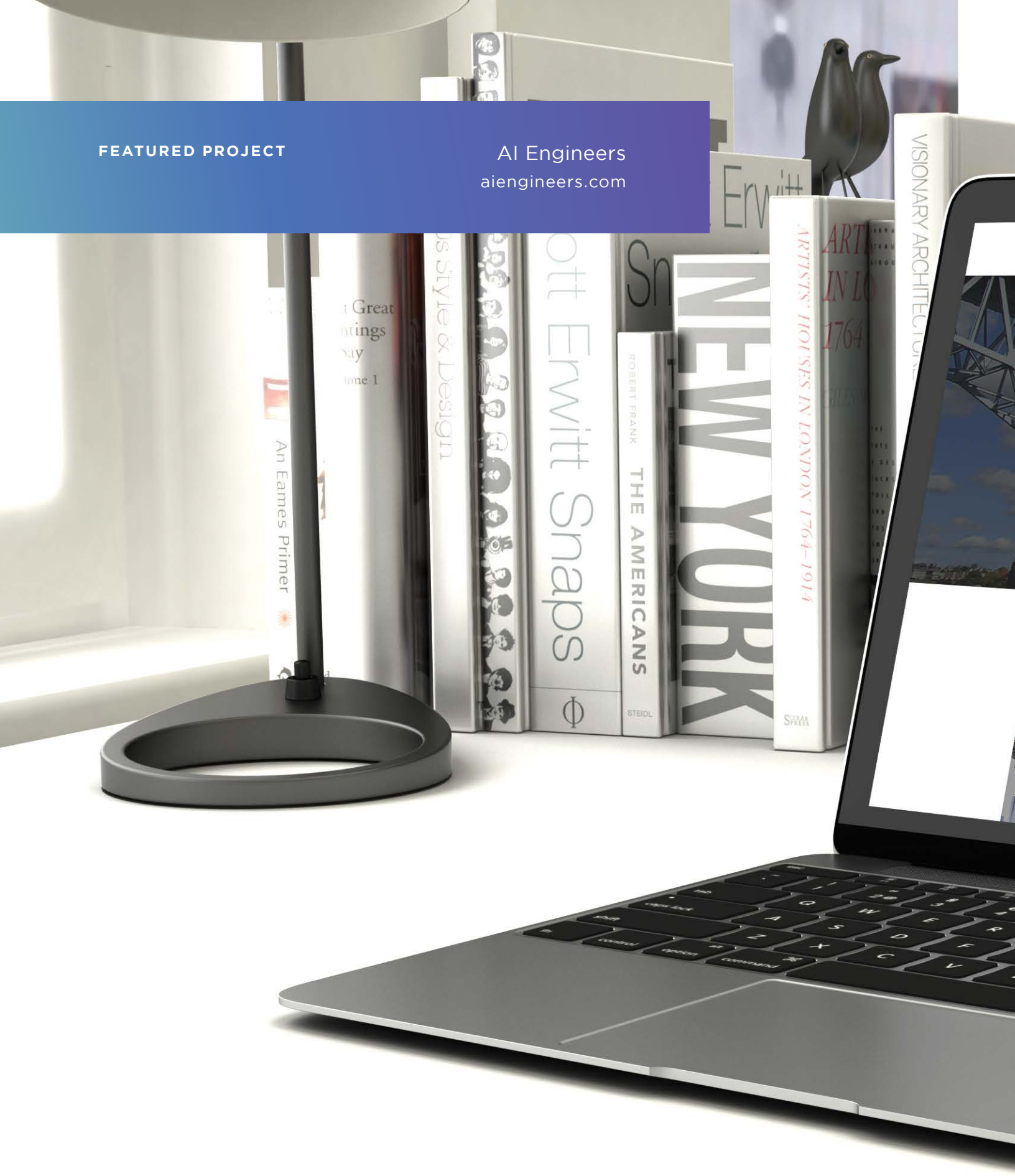


**FIP Construction**
fipconstruction.com




**TO Design**
todesignllc.com



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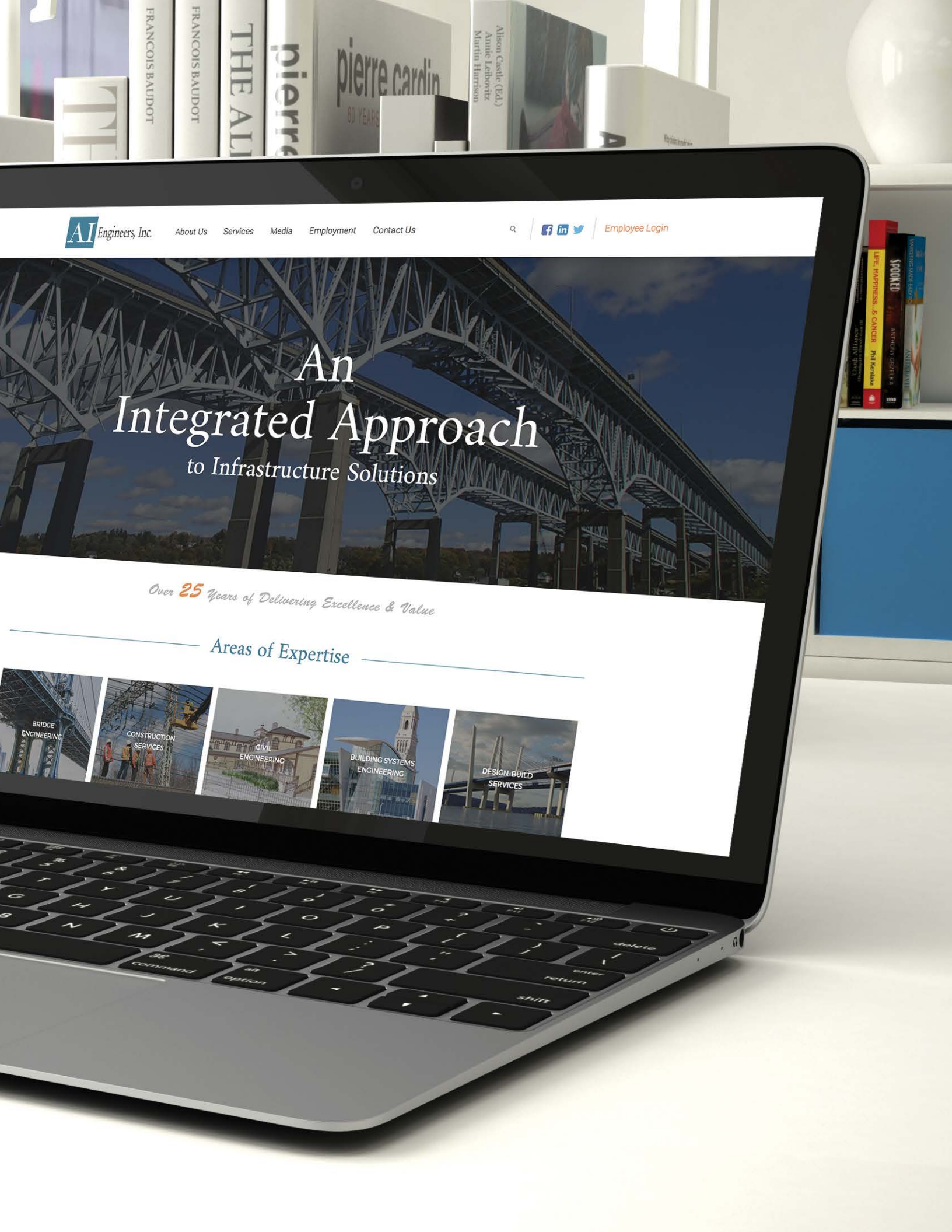
AI Engineers

aiengineers.com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DESIGN-BUILD SERVICES

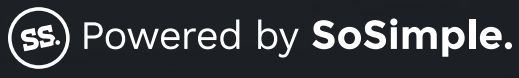
# Satisfaction Guaranteed

At SoSimple we live and breathe this statement. It's how we do business. We want you to love your website. We work with you until you're happy. We never limit edits or rounds of revisions. We promise custom design, complete control and on-going support – throughout your project, and long after we turn over the keys. We want our customers to have an experience as simple as our name implies.

Schedule your free, no obligation 20-minute platform demo today.

## Seeing is Believing

www.sosimplecms.com | 203-887-6048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