

## Engaging, Insightful Environments

Creating effective Web experiences requires talented information architects, interactive designers, an understanding of Web standards and a clear understanding of the desired results. At Cabezon Group, our in-house development team is devoted to doing just this.

We work closely with our clients to build a level of trust so we are viewed as collaborative partners. Our goal is to understand the desired end results, and then develop innovative ideas that can be delivered with expertise. Our success stems from our talented team and collective ability to think big, collaborate on ideas, and act with certainty and purpose. Cabezon Group's Web professionals deliver great projects at a reasonable cost. Because of this, our Web Development services are more effective and less expensive than the alternatives.

Cabezon Group is a one-stop shop for Web development. We offer:

### Cabezon Group's Web site design and development services include:

- User interface design
- Information architecture
- Multimedia and custom animation
- Video production and integration
- Search Engine Optimization (SEO)
- E-commerce
- Intranet and Extranet solutions
- Mobile development
- WAI and Section 508 testing and remediation

### User interface design

Whether you need a complete redesign of an existing Web site or custom graphics for a marketing campaign, our interactive design team can help. We understand the key to success is developing effective and usable designs that create positive user experiences. We create designs with a focus on standards compliance, usability and accessibility, ensuring visual appearance is aligned with business objectives and requirements.

### Information architecture

Proper planning leads to successful outcomes. Our information architecture services are instrumental in the success of projects. Information architecture is the process of structuring content for the Web, building a framework for each section of a Web site, and laying out the mechanisms in which content will be delivered.

### Multimedia and custom animation

Interactive aspects of Web sites can be highly effective branding tools that captivate an audience. Our team is trained in various multimedia technologies and products that produce unique and custom animations bringing your message to life.

### Video production and integration

If you need video for projects such as trade shows, corporate videos, or instructional e-learning projects, Cabezon Group can help you through the entire creation process from facilitating the capture, post production and distribution of your video to various audiences.

### Search engine optimization (SEO)

Once a Web site is created, it needs to be properly marketed and discovered on the Internet. Maximizing your position within the top search engines is both an art and a science. Our team of SEO experts will optimize your Web site and improve your placement within search engines.

## E-commerce

E-commerce is a lot more than simply processing transactions via the Internet. Successful e-commerce sites must consider the shopping experience, ease of use, and best strategies for recommending products based on user preferences and patterns. Great e-commerce includes a strong marketing component to help drive transactions. At Cabezon Group, we understand the complexities of e-commerce and can help make your online transactions a success.

## Intranet and extranet solutions

Cabezon Group has experience creating intranets and extranets using a variety of technologies. Intranet portals facilitate collaboration and communication and are a necessity for most organizations. Cabezon Group is a certified reseller of Microsoft SharePoint and can work with you to design and implement an intranet based on this technology. We also have expertise creating extranet portals for managing teams and projects. Whatever your needs, we can help.

## Mobile development

Mobile technologies continue to develop at incredible rates. Organizations are embracing mobile Web technology and finding ways to implement mobile solutions throughout the workforce. Cabezon Group can work with you to help make your Web site mobile-ready including multiple browser compatibility, optimized graphics and compatible functions. In addition, we can implement stand-alone mobile solutions for a variety of situations including document management.

## WAI and Section 508 testing and remediation

In 1998, Congress amended the Rehabilitation Act to require Federal agencies to make their electronic and information technology accessible to people with disabilities. Web sites that do not adhere to the Section 508 or W3C accessibility standards are difficult to use for those with disabilities. Cabezon Group offers a rapid, affordable and systematic assessment of your site's level of compliance with WAI and Section 508 guidelines. We make recommendations for bringing your site into compliance, including a complete list of guideline deviations by location and type. We can establish priorities, create schedules and perform modifications to your site. By developing and adhering to these standards, we ensure your Web site is inclusive and reaches as much of the population as possible.

## Highlighted Engagement



### U.S. Department of Health and Human Services (HHS) "Focus on Hepatitis C" Web Site

Cabezon Group created "Focus on Hepatitis C," a Web site for the U.S. Department of Health and Human Services (HHS) and The Substance Abuse and Mental Health Services Administration (SAMHSA). The Web site is a resource for Hepatitis C and Opioid treatment programs. Cabezon Group was responsible for the design and development of the Web site and created a SCORM-compliant video training registration engine. Cabezon Group worked with subject matter specialists and SAMHSA staff to develop the training dashboard that incorporates video and testing modules creating a high impact learning environment for site visitors. The Web site contains more than 50 articles, and serves as a tremendous resource to medical professionals, patients and anyone interested in learning about Hepatitis C.

## Web Site Design and Development Key Clients

**U.S. Department of Health and Human Services**  
Health Resources and Services Administration  
National Institutes of Health  
Substance Abuse and Mental Health Services Administration

**U.S. Department of Homeland Security**  
Federal Emergency Management Agency

## Contract Vehicles

- SBA 8(a) Program
- GSA IT Schedule 70 (GS-35F-06645)
- GSA AIMS Schedule, Group 541 (GS-07F-0464T)
- BPA – FEMA/DHS (HSFEHQ-07-A-0001)
- IDIQ – SAMHSA – Domains 9 & 10 (HHSS28332007000651)
- IDIQ – HHS Program Support Center (HHSP23320095609WC)

## About Cabezon Group

Cabezon Group is an established 8(a) firm delivering professional services critical to the success of complex federal, state and local government programs. Our clients rely on our knowledge, creativity and in-house technical capabilities to provide insightful solutions that improve their programs at any phase. From concept to execution to post-program analysis, we turn policy into outcomes. In short, we are your policy outcome partner.

## Contact Us

For more information about our Web Site Design and Development capabilities, please contact:

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