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## **New Feature-Rich Custom Website Launched for Five Sparrows, LLC**

HARTLAND, MICHIGAN, August 16, 2010 — Five Sparrows, LLC is pleased to announce the launch of its completely redesigned website at [www.FiveSparrows.com](http://www.FiveSparrows.com). The new site includes a sleek new design and layout, improved information organization, and several new features for both visitors and existing customers. New features on the website include an online Customer Support / Help Desk system, an online payment system, full integration with customized social media platforms, a new marketing Resource Room, and a dynamic library architecture for archived issues of Five Sparrows' popular [Biz Talk e-newsletter](#).

“We have done extensive research and usability testing on this new site, and have found that it performs very well for site visitors, while also providing a whole new level of convenience for our customers,” said Lauren Hobson, President of Five Sparrows. “The new website makes it extremely fast and easy for clients to get Customer Support, instantly access their account information, make online payments, and view their monthly marketing and/or maintenance reports – everything is available at their fingertips whenever it’s most convenient for them.”

The new website also features the new Five Sparrows [Resource Room](#), an area filled with free marketing resources like whitepapers, e-books, presentations, case studies, videos, and other marketing downloads designed to help small businesses and non-profits learn new techniques and web technologies to improve their online results. Available topics include small business website design and development, search engine optimization, Integrated Social Marketing (ISM)® (marketing with Facebook, Twitter, LinkedIn, etc.), tradeshows tips & techniques, and various online marketing topics.

“We also have plans to enhance the site with some new online videos, marketing seminars, and online training resources as well, giving customers access to the information they want, yet delivered in the way that matches how they like to work and/or learn,” said Hobson. “We want our site to be a resource where small businesses can access the latest cutting-edge information, online marketing resources, and affordable professional services to ensure they have what they need to compete and be successful today.”

### **About Five Sparrows, LLC**

Five Sparrows provides custom web site development and online marketing services for small business and non-profit organizations, featuring custom-designed, purpose-built websites that fit clients' needs and budgets (no template sites, ever!). After successfully helping hundreds of small business clients over the past 12 years with web site development and online marketing services, Five Sparrows has pioneered (and trademarked) a unique approach to Social Media marketing called “Integrated Social Marketing (ISM)®,” further extending the firm’s capabilities in web site development and online marketing services. Services currently include search engine optimization, web site development, online marketing and promotion, and custom online marketing programs that deliver outstanding results at affordable prices. Five Sparrows is located in Hartland, Michigan. For more information, call 877-451-0145 or visit <http://www.fivesparrows.com>.

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