

Five Sparrows Selected to Build New Web Site for Oxford Chamber of Commerce

HARTLAND, MICHIGAN, November 25, 2008 — Five Sparrows, LLC is pleased to announce it has been selected to build a new, feature-rich web site for the Oxford Chamber of Commerce located in Oxford, Michigan. The new site will include a state-of-the-art CSS-based navigation system, a new search engine friendly design and layout, improved organization and user experience, and one-click access to a variety of online resources such as an interactive events calendar and a “Visit Oxford” web section.

“We are looking forward to providing an updated and improved web site to our members and community,” said Kevin Wisely, Oxford Chamber of Commerce Board Member. “The new site will make it easy for our users to find the information they are looking for, and will also give them access to many types of resources right from the site.”

Five Sparrows is also providing the Chamber with web hosting services and an easy-to-use content management system, which will enable the Chamber staff to make web site updates and maintain the site in-house. The staff will also have access to traffic statistics and visitor information which will help them monitor the site’s performance over time.

“The Oxford Chamber is committed to providing the community with a web site that is user-friendly and easy to use,” said Lauren Hobson, President of Five Sparrows. “The goal is to give web site visitors a positive web experience while providing them with up-to-date information and modern functionality that will benefit Chamber members, area businesses, and also community residents.”

The interactive events calendar will include features such as viewing the calendar as daily/weekly/monthly, easily moving back and forth between months while viewing, and opting for printer-friendly versions of the calendar and/or specific events. Other web site features will include online forms & applications, a member directory, interactive information requests, and detailed information about the Chamber and the member benefits provided to area businesses. The site will also be built to accommodate future site expansion and additional features and functionality.

“We are looking forward to working with the Chamber on this project,” said Hobson. “The new site will be a great asset for them, and will help them more effectively communicate with their members and the community as well.”

About the Oxford Chamber of Commerce

The Oxford Chamber of Commerce is organized for the purpose of advancing the commercial, industrial, agricultural and civic interests of Oxford and vicinity to promote integrity and good faith; just and equitable principles in business uniformity in commercial usages; and to acquire, preserve and distribute industrial, commercial, agricultural and civic statistics and information of values; to discover and correct abuses; to prevent or adjust controversies; to have a part as representing Oxford in the consideration and decision of state and national issues. For more information visit www.oxfordchamberofcommerce.com.

About Five Sparrows, LLC

Five Sparrows provides web sites and marketing services for small businesses and non-profit organizations, featuring custom-designed, purpose-built web sites (no template sites – ever!). Services include new web site development, web site redesign services, search engine optimization, web marketing and e-newsletters, and custom “always-on” marketing programs that combine web site services and other marketing initiatives into a convenient, affordable program. Five Sparrows is located in Hartland, Michigan. For more information, call 810-923-1874 or visit <http://www.fivesparrows.com>.