

Renovate.

Custom Website Content

About Custom Website Content.

Fresh website content is not only a great way to encourage members to keep coming back, but it's also a must to move up in search engine rankings. However, if your credit union is like most, your staff is hard-pressed to find the time to write or track down useful and engaging content. CU Solutions Group offers custom website content where professional copywriters work with you to update a page, a section or an entire site, while writing to your credit union's needs and specifications.

Benefits of Custom Website Content.

Most members will go to your website when they want to check out rates, apply for a loan or perform home banking tasks. And you want to give them a reason to visit your site on a regular basis in order to sell more products and services. But your content must be accurate and updated regularly to keep your members interested and coming back.

Keeping your website content fresh also helps with search engine optimization (SEO). By writing for SEO, utilizing specific keywords and phrases, we can help your credit union's website get a higher ranking when a member or potential member is searching online, making it easier to find. And whether you utilize our services to overhaul your entire site, or just review your site for accurate content and functioning links, you'll be keeping current members happy and attracting new ones.

Features.

Custom copywriting services are available:

- On an ongoing contractual basis
- As needed, including either one article or one website at a time

Custom Copywriting Services

Whether it's simply rewriting a brochure to make it Web friendly, rewriting your entire website, or writing credit union-specific articles, our writers are professional and proficient. We can write text for every Web page, write a single page, or write several pages that describe your products and services. Whatever you need, count on CU Solutions Group. We know how website copy needs to differ from the printed word, and we can get the job done creatively and on time. Plus, our writing is done with SEO in mind, ensuring your website is getting all the activity it can.

Website Content Maintenance

With our Website Content Maintenance service, you no longer need to have a staff person dedicated to finding outdated information and making the updates—and you don't need to spend the time to find the outdated information yourself. Once a month, our staff will check the following content elements of your website:

- **Content** – We'll review your content to make sure it's current. We'll also proofread your site for accuracy of grammar, punctuation and spelling.
- **Links** – We'll check the links on your site to make sure they work properly and provide the information intended. We also will recommend or place links from one page to another (with your approval, of course) so your members can find current information and resources to suit their needs every time they visit.

Once our review of your site is complete, we will either make the changes or notify you so you can make the changes (depending on what service you've requested).



About Us.

CU Solutions Group

CU Solutions Group helps its customers serve, grow and build financial strength by offering solutions that manage strategies pertaining to technology, marketing, membership enhancements and performance management.

Technology Solutions

Technology Solutions is a full-service technology company with solid expertise in Web, mass media, digital, data, programming and more. We help our clients leverage these tools to provide them with unparalleled access to all the resources they need to grow their organization from one source—Technology Solutions.

We are an SAS 70 certified and credit union-owned company that has been serving hundreds of credit unions and credit union organizations nationwide, and their technology needs, since 1996. We worked with an auditing firm to achieve SAS 70 Certification as a result of our commitment to the needs of our clients and efforts to manage our systems securely and effectively.

Technology Solutions offers:

- Web Design & Development
- Financial Education Content
- Automated Applications
- Member Communication Tools

For more information:

To learn more about Technology Solutions and our quality products and services, please:

- Visit www.cusolutionsgroup.com
- Call your Business Consultant at 800.262.6285
- E-mail info@cusolutionsgroup.com