

# Aeronet Communications

Custom Web Development Services



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## Visual Design – Engage, Inform and Motivate

We know how to dramatically increase the effectiveness of our client websites through the use of proven design principals. Our guiding principle is to ensure that each website we design engages, informs, and motivates website visitors. Learn more: <https://www.aeronet.net/#case-studies>

## Marketing Automation

We work frequently with marketing automation platforms such as Salesforce, Mailchimp, and Constant Contact.

## Integration with External Systems

We have integrated many different external software systems with our clients' website platforms. These include association management platforms, e-commerce systems, CRMs such as Salesforce, MLS systems for real estate websites, and many more.

## Database Development

We excel at designing and building custom database systems that support websites and other internal client business requirements.

## Custom Database Search Interfaces

Many of our clients have needed highly customized database search and display interfaces. Many of these include the use of a visual device such as a map.

## Data Migration

We have migrated data from a wide variety of systems into new database configurations we customized for our clients. Many of our membership-oriented clients have complex membership structures that present challenges when data needs to be migrated into a new database structure.

## E-Commerce

Most of the sites we have built have an e-commerce capability. We have set up and customized many online stores, event registration systems, member renewal systems, and more. We have worked with a variety of online payment gateway platforms including Stripe, PayPal, Authorize.net, IATS, and others. Most often we have deployed these systems within Drupal or WordPress websites.

## Mobile Optimization

We are experts at customizing and optimizing the mobile interface for the websites we work on. We work to ensure that these interfaces work perfectly on all mobile device platforms. We have also created customized web apps as well as native apps for clients.

## Event Registration

Many of our clients have frequent events and require customized and flexible event registration systems that are tightly integrated into our client website and member/user database systems.

## Google Analytics and Google Tag Customizations

We implement customized Google Analytics and Google Tag configurations into websites to ensure that our clients can easily understand how their sites are being used, which specific resources are being accessed, and what actions users are performing when visiting the website.

## Membership Systems

Because Aeronet has developed many websites for associations, we have configured and customized a wide variety of membership systems. These regularly include member applications, member renewal forms, member directories, and much more.

## Single SignOn

Many of our clients require a Single SignOn (SSO) system to enable their users to log in once and be logged into multiple different systems. We recently completed an SSO implementation to enable the California Hotel and Lodging Association members to log into the site via the association's Salesforce Community. This innovative approach saved our client a lot of expense, since they didn't have to pay for extra Salesforce seats for their thousands of members.

## Video Editing for Web

We are experts at creating, optimizing, customizing and deploying video within our client websites.

## Front End Programming

We have developed a high level of front-end programming expertise. Our front-end programmer not only understands how to convert just about any idea into a custom front end interface; he is also intimately familiar with the quirks of all major browsers for both Mac and Windows.

## CMS Configuration and Customization

We have worked with a variety of CMS platforms over the years and understand very well how a good CMS should work. While most of the projects we have worked on were built using either Drupal or WordPress, we are very capable of working with other systems. We excel at deploying CMS platforms in the most user-friendly manner possible.

