



Arts Student Develops Web-Based Solution

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SGBROADBAND.COM, the web-based solution that was developed by an Arts student is taking on new customers.

PR9.NET December 11, 2005 - Singapore, SGBroadband.com, Singapore's innovative SME-dedicated Web Design and Development Service Provider, has recently been taking on new customers for its new solution, INSTANT WEBSITE.

During its launch, a representative from the Company claims that INSTANT WEBSITE allows users to post search engine optimized web pages and update their websites using traditional cut-and-paste techniques.

INSTANT WEBSITE was developed by the Company's managing director, Darren Chow. "I started learning about web programming since 2001. Although I graduated as an Arts student from the National University of Singapore, I found that I am able to pick up programming skills easily," he said.

In year 2001, he took part in a web design competition and won first prize. After that, he landed himself several web projects with a few companies. He even worked on the official website of the university.

SGBroadband.com was founded when Darren found that most of the websites produced in Singapore were merely white elephants. Companies tend to invest and put up websites as online brochures. They are not sure about whether their websites are worth the investments or not.

Moreover, many companies, especially small businesses, find maintaining a website a hassle. Many of them do not possess adequate programming knowledge to make better use of their websites. As for those who do possess the know-how, they find that maintaining a website can be time consuming. Not knowing the return on investment from their websites, they soon discover that it may not be worth spending too much time on their websites and stop updating them altogether.

INSTANT WEBSITE provides the solution for anyone who would like to set up a website quickly, with or without programming knowledge. It takes the hassle out of maintaining a website by providing an easy to use platform. Customers can create the web page in their favourite word processor and format them nicely. Using cut and paste techniques, they can post web pages on the fly without having to install any additional software.

In addition, INSTANT WEBSITE allows many websites to be hosted on a single platform. This means that all websites will enjoy the upgrades that are being performed on a single platform.

SGBroadband.com recently added a few more upgrades such as a web-based referral tool to the solution. Founded in November this year, the young Company has already delivered a few commercial projects.

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About SGBroadband.com

SGBroadband.com is an innovative web solutions provider that adds value to small businesses in customer acquisition and retention.

Website: <http://www.sgbroadband.com>

E-Mail: darren@buildcontent.com