



Los Angeles web design firm helps clients sift through social media services on the Web 2.0 stomping ground

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Warbasse Design helps clients select appropriate Web 2.0 strategies for their web development and online marketing campaigns.

PR9.NET April 11, 2007 - Santa Monica – Social media, bookmarks and provocative words cut up by misplaced periods such as ma.gnolia and del.icio.us. Warbasse Design explains how this phenomenon is taking over the internet and how it affects online business success.

Web design and development firm Warbasse Design receives questions regarding social media on a daily basis from prospective clients tapping into Warbasse Design's expertise via a convenient ClickCall™ button on the designer's website. As the clients discover, the answers are revolutionizing their online design and PR campaigns.

Philip Warbasse—CEO, Warbasse Design—says, "Social media is defined by a passion to be involved online and a passion to help others by sharing one's opinions and experiences. Because social media is intensely user-driven, any business owner with an online presence knows that online success has become contingent on the knowledge and implementation of these social media strategies. The Web 2.0 challenge comes with seamlessly integrating these social media instruments into the website design so that they become a natural component of the design itself, not an accessory."

Web 2.0 is the platform for popular social media outlets such as Digg, 9Rules, eVot and Technorati. The difference between so-called Web 1.0 and Web 2.0 strategies is that Web 2.0 is a true collaborative effort that includes services such as bookmarking, RSS, wikis, social networks, blogs and message boards. While virtual communities prove to be a fun way to catch up with old friends and former colleagues and social bookmarking helps cure pangs of boredom by a click-after-click supply of websites according to personal preferences, blogging takes the reign in the social media kingdom. Professionals from a wide range of industries including marketing, architecture, music, fashion, design and technology participate in blogging to increase their online exposure and build a steady audience.

Dubbed the next generation of web services and applications, Web 2.0 is the newer, hipper and more user-driven version of its Web 1.0 ancestor. Instead of a search engine turning up with Web 1.0's Britannica Online, Web 2.0's Wikipedia entries often take up the entire first page of results. However, instead of information coming from authority figures and publications as in Web 1.0, anybody with access to the internet can contribute to or revise one of those wikis.

Helping clients sift through this Web 2.0 "stomping ground," Warbasse Design focuses on the client's niche audience. From there, Warbasse Design reviews the social media options with the client to determine what strategies would be useful from an exposure and design perspective. In the case of a musician client, Warbasse Design would discuss ways that the musician could gain exposure by building an audience through video podcasts or streaming a live concert on the internet. For an architect, Warbasse Design might suggest using the 3D building platform in a virtual community such as activeworlds.com to feature their style and designs in an effort to attract clients both online and offline.

To implement social media into a functional web design, Warbasse Design selects the most appropriate outlets for the client and positions purposeful and aesthetically pleasing logos so that visitors can "Digg" the website and help another user "StumbleUpon" it. For celebrity and athlete training company Zone Ready, Warbasse Design was able to achieve the desired effect by implementing Web 2.0 technologies into the client's web design and PR campaign to help the trainers respond to individual training questions and dilemmas through their innovative "iReady" web page. Through this interactive site, Zone Ready has been able to build a significant online clientele and audience.

With social media dictating the future of a business's online success for the unforeseeable future, Warbasse Design has become one of the leading firms helping clients understand and contribute to the social media scenery by incorporating Web 2.0 into the client's overall design and strategy. By creating innovative websites and assimilating new media services into online PR and marketing campaigns, Warbasse Design is dedicated to encouraging clients to climb to popularity on the social media ladder.

To learn more about Warbasse Design, visit <http://www.warbassedesign.com>.

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About Warbasse Design

At Warbasse Design, our core objective is to help our clients become better known and better understood through the development and deployment of robust online services and media public relations. Founded in 2000 by Philip Warbasse, today our team of designers, developers, illustrators and creative professionals help businesses with varying goals and budgets leverage their investment on the world wide web and various media outlets by creating a holistic approach to their web design, public relations and marketing requirements. For additional information relating online or media PR, visit www.warbassedesign.com, email Katie Doling-

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