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Upgrading Voss Taxi's Website and Social Media Presence

Understanding the Audience and Goals

Voss Taxi's digital presence should cater to **tourists primarily**, while also serving local residents and business clients. This diverse audience means the website must be **inviting, informative, and easy to use** for people unfamiliar with the area (e.g. foreign tourists) as well as for locals seeking reliable service. A taxi company's website often forms the **first impression** of the business for potential customers [1] . It acts as a **digital storefront** and a primary point of contact, so a professional, user-friendly design is crucial to engage visitors and convert them into bookings [2] .

Key goals for the website upgrade include: - Showcasing **clear booking options** (online booking links and a fare calculator) with prominent calls-to-action. - Providing content in **multiple languages** (at minimum Norwegian and English) to accommodate international tourists [3] . - Communicating the range of services (from local rides to airport transfers, sightseeing tours, corporate accounts, and wheelchair-accessible transport). - Establishing trust and credibility through testimonials, safety information, and professional branding. - Ensuring the site is **easy for the owner to update and maintain**, since it will be built in-house.

Beyond the website, Voss Taxi's **Facebook and Instagram pages** should complement the site by engaging the community and visitors. An integrated approach will keep branding consistent and direct social media followers to the website (and vice versa) for booking and information.

Best Practices for an Inviting Taxi Website

To design an inviting taxi website, focus on **user experience, clarity, and trustworthiness**. Below are the key features and best practices to incorporate:

- **Clear Navigation and Structure:** Organize the site with an intuitive menu so that users can quickly find essential information. Common sections include Home, Services, Pricing/Fares, Booking, About Us, and Contact [4] . Keep the top-level menu concise (around 5-7 main items) and use dropdowns for related pages if needed [5] . For example, "About Us" can include sub-pages like Company History or Driver Standards, and "Services" can cover special offerings (airport taxi, sightseeing tours, youth or senior services, etc.). A well-structured navigation ensures visitors **don't get lost or frustrated** finding what they need [6] .

- **Prominent Calls-to-Action (CTA):** Make it extremely easy for customers to take action. A **"Book Taxi Now"** button or link should be highly visible on the homepage (ideally in the header or hero section). Since Voss Taxi uses an external booking portal, you can style this CTA as a bold button labeled e.g. "Order Taxi" that leads to the booking page. Similarly, include a **"Taxi Fare Calculator"** link or button prominently. These CTAs should stand out with a contrasting color. Clear instructions like *"Book your ride in seconds"* can accompany the buttons to encourage clicks. The goal is to streamline the booking process, allowing users to start a taxi order with minimal

clicks [7] . By providing an easy, step-by-step booking interface (or link), you reduce the burden on phone lines and cater to customers who prefer online interaction [8] [9] .

- **Mobile-Friendly, Responsive Design:** Many travelers and locals will access the site from their smartphones – whether they're on the go or just arrived by train. Therefore, the site **must be mobile-optimized**. Use a responsive design that adapts to different screen sizes so that text, images, and buttons are all easily readable and tappable on small screens [10] . Important CTAs like the phone number and "Book Now" should be **clickable on mobile** (e.g. a tap on the phone number initiates a call) [11] [12] . Ensuring mobile compatibility is non-negotiable in 2025, as more and more users rely on mobile browsing for services like taxis. A mobile-friendly site with fast loading times and no broken elements will significantly improve user satisfaction and conversion.

- **Visible Contact Information:** While online booking is important, many users (especially locals or older customers) may still prefer calling directly. Display the **phone number prominently on every page**, such as in the header or a persistent top bar ("Call 56 51 13 40"). This number should use a `tel:` link so mobile users can call with one tap [11] . Likewise, list the email and address clearly (the footer is a typical place for full contact details). An easy-to-find **Contact Us page** can provide all contact options, a map of your service area, and possibly an inquiry form [13] . Being easily reachable builds trust – customers feel reassured when they see they can quickly contact a real person for their needs.

- **Engaging Visual Design:** Use **high-quality visuals** to make the site inviting. Avoid clutter or walls of text; instead, include appealing images that reflect your service and locale. For instance, a hero image might show a comfortable Voss Taxi vehicle against a scenic Voss background (mountains, fjords, or a notable landmark), immediately conveying both your service and the beautiful area. Pages targeting tourists can show local attractions (waterfalls, vistas) to inspire them [14] [15] , while conveying that Voss Taxi can take them there. Maintain a **consistent branding** – use the company logo prominently (e.g. top-left corner linking to home), and a color scheme that matches or complements the logo. If Voss Taxi has signature colors (perhaps the color of the taxis or logo), incorporate those for buttons and highlights. Consistent, professional branding across the site creates a trustworthy image [16] . Use easy-to-read fonts and a clean layout with plenty of white space to avoid a cluttered look [17] . Each page should look polished and modern, as an outdated-looking site can deter customers. Remember that **visual appeal contributes directly to credibility** – people tend to equate a well-designed website with a well-run business [16] .

- **Trust and Transparency Elements:** A taxi service must convey safety and reliability. Include a section on the homepage or a dedicated page that highlights **why customers can trust Voss Taxi**. This might include:

- **Customer testimonials or reviews:** If you have positive feedback from riders, feature a few short quotes (with names or trip details if possible) on the site. For example, a quote like *"Excellent service – the driver was punctual and the ride was comfortable. Made our trip in Voss so easy!"* can reassure new visitors. Social proof in the form of testimonials builds credibility [16] .
- **Years of experience and local knowledge:** Emphasize how long Voss Taxi has served the area and that drivers have strong local knowledge. Mention that drivers speak English (and other languages if applicable) if tourists often worry about communication.
- **Certifications and safety:** Note if you are a member of **Norges Taxiforbund** (Norwegian Taxi Association) or other industry bodies, and that all taxis use regulated meters and are fully licensed/insured. Such badges or statements can be placed in the footer or an "About Us" section

– they signal that the company is legitimate and professional [16] . Also highlight features like **wheelchair accessible vehicles** and any special training the drivers have (since Voss Taxi offers wheelchair transport, that's a key selling point for those who need it).

- **Transparent pricing:** Many customers (especially tourists) worry about taxi costs. Clearly provide information about fares. This could be done via a **pricing page or section** listing typical rates (flag drop, per km, etc.), or through the fare calculator link accompanied by an explanation. Being upfront with fares (for example, stating fixed prices for common trips like "Voss Station to Myrkdalen Hotel") can instill confidence that your service has **no hidden fees**. At minimum, ensure the **Taxi Calculator** is easy to find and explain what it does (e.g. "Get an estimated price for your trip") so users will use it to budget their ride [4] . On the tourist page, Voss Taxi already lists sightseeing tour prices, which is excellent for transparency – this information just needs to be accessible and perhaps visually formatted (maybe a table or infographic) for clarity.

- **Operating hours and availability:** Make it clear that your service is available 24/7 (if it is). A tagline like "On the road for you 24 hours a day, 365 days a year" is reassuring (the current site already uses a similar phrase). If there are times with limited availability, be upfront so customers can plan accordingly.

- **Multi-Lingual Support:** Since tourists are a primary audience, offering content in multiple languages will greatly improve the user experience. At minimum, provide **English and Norwegian** versions of the site, with an obvious language switcher (e.g. flags or language codes at the top of the page). This makes it easier for non-Norwegian speakers to navigate and book a taxi [3] . Ensure that the translations are clear and culturally appropriate – avoid auto-translated text that might read awkwardly. If Voss commonly hosts visitors from certain countries (Germany, France, etc.), consider adding those languages as well, or at least have a few key pages available in those languages. Multilingual support shows you **welcome international guests**, and it can set you apart from competitors who only provide info in one language [18] .

- **Additional Functional Features:** Depending on your capabilities when building the site, a few extra features can enhance the user experience:

- **Integrated Booking Form:** If possible, embedding a simple booking form on your site (instead of or in addition to linking out) can streamline the process. Even if it's a form that emails a booking request, it gives a seamless experience. However, since you already have a robust external booking system (likely connected to taxi dispatch), the primary focus is making that link prominent. In the future, you might integrate an API or widget from the booking system directly on the site for a smoother experience.
- **Fare Estimates:** Beyond the calculator, having some common trip examples with estimated fares (especially for tourists – e.g. "Voss to Gudvangen: approx. NOK X") can be helpful. This can be part of a FAQ or a fares page.
- **Live Chat or Chatbot:** If feasible, a live chat widget or chatbot can invite visitors to ask questions (e.g. "Hello! Need help booking a taxi or have a question about our services?"). This might be advanced to implement manually, but there are third-party services or even Facebook Messenger integration that could serve this purpose. It's not essential, but it's an inviting touch for the digital-savvy user.

- **Accessibility in Web Design:** Ensure the website itself is accessible to users with disabilities. Use proper color contrast for text, provide alt text for images (so that screen readers can describe them), and make sure the site can be navigated via keyboard for those who can't use a mouse [19] . Given Voss Taxi's attention to wheelchair-accessible transport, the website should reflect the same inclusive philosophy. This not only broadens your audience but also adheres to best practices (like WCAG guidelines) for modern websites [20] .

- **Fast Performance and Reliability:** Behind the scenes, optimize the site for quick loading. Compress images, minimize unnecessary scripts, and choose a reliable hosting platform. A sluggish, glitchy site can frustrate users and drive them away [21] . Since you will maintain the site yourself, keep the content and plugins up-to-date to avoid broken links or errors. Periodically test all forms, links (especially to external services like the booking portal or calculator), and features. Nothing harms credibility like a "404 Not Found" when a user tries to book or find info [22] [21] .

- **Search Engine Optimization (SEO):** Even the most beautiful website won't help if nobody finds it. Basic SEO steps will help **tourists and locals discover your site** via Google. Ensure each page has descriptive titles and meta descriptions (e.g. "Voss Taxi – 24/7 Taxi in Voss, Airport Transfers, Tours & More"). Use keywords that people might search for, like "Voss taxi", "taxi in Voss Norway", "Voss airport transfer", etc., in your content naturally [23] . Given the local nature of your business, focus on **local SEO**: make sure your name, address, and phone (NAP) are consistent everywhere (website footer, Google My Business profile, Facebook page) [24] . Claim and update your Google My Business listing so that when people search "taxi Voss" your phone and site show up. Encouraging happy customers to leave Google reviews also boosts your local search ranking. These behind-the-scenes efforts will funnel more visitors to your shiny new site.

Layout and Design Recommendations

With the above features in mind, here's a recommended layout structure for the **homepage** and key pages, to create an inviting and user-friendly design:

- **Header:** A fixed header on top of the page should contain the Voss Taxi logo on the left (linking back to the home page), the main navigation menu, and on the right side, the language switch (EN | NO) and perhaps a prominent phone icon/number. If space allows (especially on desktop view), a **"Book Now" button** in the header could be included for constant visibility. The phone number in the header can be styled as a bold text or a call icon that stands out (and remember that on mobile, this should be clickable to call). Keeping contact info "above the fold" (visible without scrolling) is recommended for service businesses [13] . On mobile devices, a common approach is to have a simplified menu (hamburger icon) and a prominent call button.

- **Hero Section:** The top section of the homepage should immediately engage visitors. Use a large, high-resolution hero image or slideshow. This image could show something like a Voss Taxi mini-bus or car set against a picturesque local scene – for example, a taxi parked with the backdrop of Voss's mountains or near a landmark like Tvindefossen. Overlay a short and **compelling tagline** that captures your service ethos (the current **"Drive safe with us, from Voss!"** is a good start – it's friendly and location-specific). You might expand it with a subheading like "24/7 – Reliable Taxi Service for Voss and Surroundings" to convey availability and reliability at a glance. Crucially, include the main **CTA buttons** here: e.g. **"Book a Taxi"** and **"Calculate Fare"**. These should be visually distinct (a bright color that contrasts with the background image). Many successful service websites have the booking CTA as the most eye-catching element on the homepage, guiding the user to take action immediately [7] . Also, if there's a partnership (like using the VY app for booking or the QR code ordering), you could place an icon or small note about it here (e.g. "Or book via the VY App – Download here" with an app icon). However, don't clutter the hero; focus on one or two primary actions so as not to overwhelm the user.

- **Services Overview / Value Proposition Section:** Scrolling down, have a section that highlights **what Voss Taxi offers and what makes it unique**. This can be presented as a row of **icons or images with short texts**:

  - *24/7 Service:* "Available any time, day or night."
  - *Airport Transfers:* "Seamless rides to and from Bergen Airport or nearby transport hubs."
  - *Sightseeing Tours:* "Explore local attractions like waterfalls and fjords with our knowledgeable drivers." (This can link to the Tourists page for details.)
  - *Wheelchair Accessible:* "Accessible vehicles for disabled passengers – everyone can travel comfortably with us."
  - *Group Travel (Maxi Taxi):* "Spacious maxi-taxis up to 16 passengers for group trips."
  - *Business Accounts:* "Convenient billing and reliable service for corporate clients."

Choose 3-6 of the most pertinent points and present them in a visually appealing grid. Each point could have a small graphic (for example, a clock for 24/7, an airplane for airport transfers, a wheelchair symbol, etc.) and a one-sentence description. This quickly communicates your **key services and strengths** without requiring the user to dig through text. It addresses both tourist interests (tours, airport pickup) and local/business needs (24/7 availability, group transport, corporate accounts).

- **About/Why Choose Us Section:** Next, consider a section that briefly tells the company's story or unique value. Title it something like "Why Choose Voss Taxi" or "About Voss Taxi". In a few sentences or bullet points, mention your **experience (e.g. "Serving Voss since 19XX" or "Local drivers with 20+ years of experience"), safety record, and customer-centric approach**. You can mention being a local company that knows the area intimately – a plus for tourists who might want a bit of local insight or recommendations during their ride. This section can also incorporate **testimonials**: perhaps one or two quotes from happy customers embedded in the design (e.g. in a stylized quote box or carousel). Testimonials provide social proof right on the homepage, enhancing credibility [16] . Including a smiling photo of a driver or the team can also humanize the service – people feel more at ease booking a taxi when they sense the people behind it are friendly and professional.

- **Tourism and Sightseeing Section:** Since tourists are a main audience, highlight that you offer sightseeing and local tours. You might preview a few attractions with thumbnail images (as on your current "Tourists" page) and title this section "Explore Voss with Us" or "Sightseeing Tours". Show a photo of one of the famous waterfalls or viewpoints, with a short blurb like "Visit breathtaking sites like Tvindefossen and Skjervsfossen – our drivers double as guides to Voss's natural wonders. **Learn more...**". That "Learn more" link would take them to the dedicated **Tourists page**, which you can keep as a detailed page with all the attraction info and pricing as currently listed. By giving this a spotlight on the homepage, you immediately signal to international visitors that *"this taxi company can enhance your travel experience, not just get you from A to B."* It's a great selling point that many taxi services don't advertise well. Make sure the **tour pricing** (sightseeing rates) is clearly presented on the Tourists page (the table you have could be styled neatly or even turned into a PDF brochure they can download). Also note the instruction that sightseeing should be booked a day in advance – that's useful info, and you might incorporate a **call-to-action on that page** like "Contact us to arrange a tour" with the phone/email.

- **Gallery or Fleet Showcase:** Visual content can continue with either a small gallery of images or a showcase of your vehicle fleet. If you have nice photos of your taxis (perhaps the branded cars or drivers in uniform, etc.), a gallery can serve to familiarize customers with what to expect. Tourists might appreciate seeing the type of vehicles (especially if you have larger vans for

groups or luxury options). You could show a carousel of images: taxis in front of known locations, interior of a clean car, maybe drivers helping with luggage or a smiling customer – images that convey reliability and friendliness. Ensure all images are optimized for web so they don't slow down the site [21] . Optionally, a short caption on each can highlight things like "Modern 4-passenger cars", "16-seat Maxi Taxi available", "Child seats available on request" etc., which simultaneously markets your capabilities.

- **Footer:** The footer should be a comprehensive but not overwhelming reference section on every page. It typically repeats key information: **contact details (phone, email, address)**, links to important pages (site map or at least main sections like Services, Tourists, Contact, etc.), and **social media links**. Include icons linking to your Facebook and Instagram (and other platforms if any) — this invites visitors to connect with you on those channels [25] . The footer is also a good place to put any official credentials or membership logos (for example, a small logo of the Taxi Association, or any awards, if applicable). Additionally, since you handle personal data for bookings, a link to a Privacy Policy (Personvern) is good to include here to cover legal bases. Finally, if the site is dual-language, ensure that switching languages keeps users on the equivalent page (if possible) or at least returns them to the homepage in the other language for continuity.

- **Inner Pages Consistency:** Pages like **"Services"**, **"Fares"**, **"Contact"** etc. should follow a consistent style. Use the same header/footer and page title formatting. Break text into short sections with subheadings for readability. For example, a Services page might list each service (airport transfer, corporate service, parcel delivery, etc.) with an icon and paragraph. The Contact page can have a clean contact form (if you include one) alongside the address and a large clickable phone number. Ensure that on the English version of the site, all navigation and content is fully translated and nothing important is left only in Norwegian – consistency in both languages shows professionalism.

By following this layout flow – **hero CTA, service highlights, trust builders, and targeted information sections** – you create a homepage that welcomes users and efficiently guides them to the info they need. The design should feel **open and welcoming**, using a color scheme that is inviting (for instance, blues and greens can feel trustworthy and calm, whereas yellow or orange accents might convey friendliness and catch attention for CTAs). Given Voss's natural beauty, incorporating a bit of a **"nature" theme** in the design (colors or imagery) could resonate well with visitors.

Throughout the design process, keep testing the layout on multiple devices to ensure that nothing is confusing or broken. A visitor should never have to struggle to find how to book a taxi or how to contact you – those should always be one click away.

Enhancing Facebook and Instagram Presence

Upgrading the website is half the battle; **social media** is the other half of a strong online presence. Facebook and Instagram can significantly boost Voss Taxi's visibility and customer engagement, especially among tourists and the local community. Here are recommendations to optimize these platforms:

- **Consistent Branding Across Profiles:** Make sure your Facebook page and Instagram account use the same **company name, logo, and branding** as the website [26] . Use your logo or a representative image as the profile picture, and perhaps a nice photo of Voss or your taxis in action as the cover photo on Facebook. Consistency in visuals and tone across the website and

social media helps people recognize your company easily and reinforces professionalism [27] . Fill out all profile details: address, phone, website URL, and a short description of your services (mention 24/7 availability, tourist-friendly, etc.). On Facebook, choose a call-to-action button for your page – for example, **"Call Now"** or **"Book Now"** (which you can link to your website's booking page). This encourages immediate action from anyone who lands on your Facebook profile [26] .

- **Regular, Engaging Content:** Keep your pages active with posts so followers (and potential customers who discover you) see that the business is lively and responsive. Aim to post **regular updates or content**. Some content ideas:

- Highlight local attractions or events: Since many followers might be tourists or planning trips, share beautiful photos of Voss landscapes, ski conditions in winter, famous sites (like the waterfalls mentioned on your site) and note that *"We can drive you here!"*. This leverages Instagram especially, where gorgeous photos can attract travelers. Use relevant hashtags like **#Voss #VisitVoss #NorwayTravel** on Instagram to reach a wider audience interested in those places.
- Share company news and community involvement: Post if you get new vehicles (e.g. a photo of a new taxi van, "New 8-seater added to our fleet!"), if a driver receives an award or commendation, or if you're participating in local events (perhaps providing transport for a festival, etc.). This shows you're active in the community.
- Customer testimonials and stories: With permission, share stories of satisfied customers. For example, a quick post like *"We were happy to help John and his family explore the waterfalls around Voss today. Thank you for riding with us!"* along with a nice photo (maybe of the scenery, or the family if they agree) can be very engaging. **User-generated content** is powerful – encourage happy riders to tag @vosstaxi in their vacation photos or to leave a review on your Facebook page [28] [29] . You can even run a campaign like "Share a photo of your trip with Voss Taxi and tag us for a chance to win a discount on your next ride" to boost engagement.
- Promotions and offers: Use social media to announce any **special deals**. For instance, if business is slower in off-peak seasons, you could offer a "Winter special: 10% off all local rides" or a discount on airport transfers for students, etc. Announce these on Facebook/Instagram and remind followers how to book (direct them to the site or to call). Limited-time promotions create urgency and give followers a reason to choose you.
- Useful tips and info: Posting helpful information can also attract engagement. For example, travel tips like *"Visiting Voss for the first time? Here are 3 spots you shouldn't miss – and yes, our taxis can take you to all of them ⛰️"* or safety tips during winter. This positions Voss Taxi as not just a service provider but a helpful local guide.

Consistency is key – you don't have to post every day, but set a **regular schedule** (maybe a few times a week, or weekly at minimum). Use a mix of photos, short videos (maybe a quick 360° view from a scenic spot accessible by car), and plain text updates to keep content varied. Always **respond to comments and messages** promptly [30] . Quick responses on Facebook can earn you a "Very responsive" badge, which signals good customer service to anyone visiting your page.

- **Encourage Reviews and Feedback:** Facebook has a Recommendations feature (where people can rate and review your business). Encourage satisfied customers to leave a positive review on your page. For instance, after completing a ride for a tourist who seems happy, you might politely mention "Glad you enjoyed the trip! We'd appreciate if you share your experience on our Facebook page." Positive reviews on Facebook (and Google) build trust for future customers browsing your profiles [29] . Always thank people for good reviews, and professionally address

any negative feedback if it appears. This public interaction shows transparency and commitment to customer satisfaction.

- **Leverage Instagram's Visual Nature:** Instagram is all about photos and short videos. Use it to **showcase the beauty of Voss and the friendliness of your service**. You can feature not just landscapes but also images like a taxi waiting at Voss train station to pick up travelers (illustrating convenience), or a cheerful driver (humanizing the service). Instagram Stories can be used for more casual, day-to-day glimpses – for example, a story of the sunrise over Voss while a driver is on an early airport run, with a caption like "On our way to pick up our next guests – what a view! #LifeOfATaxiDriver". Such content makes your service relatable and highlights the local experience. Use location tags (geotag your posts with "Voss" or specific locations) so that people browsing those locales see your posts.

- **Integrate Social Media with the Website:** Cross-promotion between your site and social media will amplify your reach. On the website, clearly link to your Facebook and Instagram (as mentioned, in the footer or header). You might also embed an Instagram feed or a Facebook feed widget on the site's homepage or sidebar – for example, showing the latest 3 Instagram photos (this gives the site a dynamic element that updates and also might entice website visitors to follow you on social platforms) [25] . Conversely, on social media, frequently reference your website: for detailed info or booking, direct users to the site. For instance, an Instagram post about sightseeing can say "See tour prices on our website (link in bio)" and ensure your bio link actually goes to the Tourists/Sightseeing page. On Facebook, you can share snippets of blog content or news from your site if you ever add those.

- **Social Media Advertising (Optional):** If budget permits and you want to attract more customers, consider using targeted ads on Facebook or Instagram. These can be very specific, such as targeting people currently in the Voss area (good for tourists who arrive and might need a taxi) or targeting people in certain cities who have shown interest in traveling to Voss. Even a small budget ad highlighting "24/7 Voss Taxi – Book online or via app now" can capture those needing a ride. This is an advanced step but can be very effective given how many travelers use social media to find local services [31] . Facebook's platform allows geographic and demographic targeting so you can reach, say, tourists of a certain age group visiting Voss, or locals who might need a ride on weekends.

- **Engage with the Community:** Use your social media to engage not just with customers but with other local pages. For example, follow and occasionally comment on posts by **Visit Voss** (if there is a tourism board page), local hotels, restaurants, or event organizers. When you engage or share others' content (like a big event happening in Voss), you increase visibility and goodwill. Maybe partner with local businesses on social media – e.g., a hotel might be happy to mention Voss Taxi as a recommended transport, and you in turn share their post about a special offer, etc. This network effect can draw more tourist traffic to your pages.

By upgrading your approach to Facebook and Instagram with the above strategies, you create a **strong online presence** that complements the new website. Both tourists doing pre-trip research and locals on Facebook will form a positive impression of Voss Taxi as active, customer-focused, and in tune with the local scene. Remember to keep the messaging and visuals consistent: someone who clicks from a Facebook post to your website should feel it's the same friendly company.

Conclusion

Upgrading Voss Taxi's web page and social media is an investment that can pay off in increased bookings and customer loyalty. By implementing a modern, user-focused website design and an engaging social media strategy, Voss Taxi will present an inviting face to the world. The website should make it **effortless to book or get information**, instill trust through professional design and content, and speak to the needs of tourists and locals alike. Meanwhile, an active Facebook and Instagram will extend your reach and engage customers on platforms they use daily. In today's competitive market, a strong and cohesive online presence can **set you apart from competitors** – a user-friendly site and lively social media can attract customers who might otherwise choose a company with a less appealing online experience [32] . By following these best practices and recommendations, Voss Taxi will be well on its way to a thriving digital presence that drives its business forward.

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