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New Company—Geode Web Design—Creates Effective Websites for Peers and Non-Profits

Rexburg, Idaho--Just three months ago, Brigham Young University--Idaho students began creating and editing websites for their peers. The creators were so successful, last month their work was advertised throughout Eastern Idaho and showcased as the latest and most effective in web design and content development. Known as Geode Web Design, the company was an instant success and is now a thriving business, a convenient way for its five creators to earn cash while completing their studies.

Geode Web Design not only gives clients a shiny new site, but also offers maintenance by regularly posting new content. By keeping the website active and inviting users to return periodically for new information, these students are said to spark website traffic and interest immediately. Geode predicts that companies who invest in an effective web presence can expect an immediate growth in donations and/or income.

Geode Web Design began when these five students realized a deficit in the web presences of their peers' businesses. Many outstanding BYU--Idaho student businesses and non-profits were struggling to survive as they worked toward commendable goals, receiving few if any funds, and were hardly even noticed in today's fast-paced Internet culture. Many concerned citizens and generous donators, who would gladly help and join the cause, were totally unaware of these companies and non-profits, because they lacked effective web presences.

These (and other off-campus organizations) often have some kind of website, but because of the progressive nature of the web, these sites are quickly outdated and generate little traffic and even less interest and support. The greatest problem is that many of these organizations are aware of their need for an effective web presence, but find they lack the skills required to effectively create and maintain such a website.

These five BYU–Idaho students have proven so successful that their little business has now expanded throughout Idaho and Utah. The company even has clients in Denver, Colorado and Charlotte, North Carolina. “We are very pleased with the work Geode Web Design has done for our company site. In the last month, the traffic of our page has nearly tripled,” explains Grant Ricks, a potato farmer in the Eastern Idaho area and the owner of Spud. Alisha Wakley, a clothing designer also based out of the Rexburg area, echoed Ricks’s praise, adding, “The customer service is superb. I’m extremely impressed at the quality of the content that these young college kids offered to my company site. Now it looks professional.”

“We expect to have clients from all corners of the country by the end of this year,” says Sarah Ewell, manager over Sales and Marketing for Geode. Geode Web Design may be contacted at their website: GeodeWebDesign.com