

## Yes Exactly Web Design Makes Custom Same-Day Websites a Reality

**GREENFIELD, MA – July 22, 2011** – Anyone who has participated in a website redesign knows that the process can drag on for weeks and months before the new site sees the light of day. Yes Exactly Web Design™ opened its doors this May with a bold goal: **launch high-quality, custom sites the same day as the initial client meeting.**

“Good design is as important as what’s under the hood,” says Yes Exactly founder Tess Gadwa. “Our customers don’t want cheap templates -- they want a visual message that matches their brand and business goals. Our process allows us to move quickly, but still tailor the site to the client. We build websites that fit.”

The service was originally targeted toward artists, writers, and small businesses, but soon evolved to fit the needs of startups and larger organizations. Yes Exactly has won local and national clients in sectors including food, pharmaceuticals, healthcare, education, arts, media, and nonprofit.

Every website includes free training and support. Clients learn how to update their own sites, integrate with social media and online mailing lists, add web forms, and more. No programming knowledge is required. Client sites currently use the open source WordPress content management platform, although the company is exploring offering a Drupal alternative as well.

While specific details of the Yes Exactly process are proprietary, the founder emphasizes that it is driven not only by technology, but by the clients themselves.

“Rapid deployment is an incredibly powerful motivator,” continues Gadwa. “We expect more from our clients in terms of their involvement in the process, but we deliver the results to match.”

Yes Exactly websites launched to date include:

<a href="http://bostromfarm.com">http://bostromfarm.com</a>	Greenfield, MA
<a href="http://healthnetgaston.org">http://healthnetgaston.org</a>	Gastonia, NC
<a href="http://sarahwalzpiano.org">http://sarahwalzpiano.org</a>	Northampton, MA
<a href="http://leynalightman.com">http://leynalightman.com</a>	San Francisco, CA
<a href="http://jessicaalpert.com">http://jessicaalpert.com</a>	Boston, MA
<a href="http://peacecorpsvoices.org">http://peacecorpsvoices.org</a>	Greenfield, MA
<a href="http://localvorecatering.com">http://localvorecatering.com</a>	Greenfield, MA
<a href="http://jacobladdercharlotte.org">http://jacobladdercharlotte.org</a>	Charlotte, NC
<a href="http://tenmilescollaborative.com">http://tenmilescollaborative.com</a>	Greenfield, MA

### About Yes Exactly

Yes Exactly Web Design is a woman-owned startup focused on rapid deployment of custom-designed content-managed websites for small businesses, individuals, and nonprofits, based in the Pioneer Valley of Massachusetts. Founder Tess Gadwa will speak on “Creative Collaboration” at Yes Exactly company headquarters on Monday, July 25, from 6 - 8 pm at 10B Miles Street, Greenfield, MA. The talk is co-sponsored by Fostering Art and Culture in Franklin County.

To learn more or RSVP online, visit <http://www.yesexactly.com>.

### Media Contact

[info@yesexactly.com](mailto:info@yesexactly.com) (704) 907-9633

# # #