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## WSI Internet Consulting and Education Enters Website Design Market for Universities

*Ricardy Banks, WSI Internet Consultant, announces today the company's launch of its first website development project for Temple University.*

Valley Forge, PA, May 10, 2006 --(PR.COM)-- Ricardy Banks, Internet Consultant with WSI (We Simplify the Internet), announces today the company's launch of its Temple University website development project, [www.temple.edu/orientation](http://www.temple.edu/orientation). The new site is part of the New Student Orientation program that will allow students and parents to experience campus life virtually prior to attending the scheduled campus orientation. The mission of the Division of Student Affairs is to design and implement initiatives, programs, activities and services that will engage the entire campus community to help students attain their educational, personal and career goals in a diverse, nurturing and safe campus environment.

"We couldn't be more delighted with the finished product," says Moira Ryder, Assistant Director of the Office of Orientation and New Student Programs. "The new site will help students and parents become more familiar with the Temple University campus from the comfort of their own home, serve as a step-by-step guide through the orientation process and reduce any anxiety associated with this exciting transition in life."

Focusing on businesses that specialize in e-Commerce, e-Learning and Internet Marketing, WSI emphasizes the significance of Search Engine Optimization (SEO) and traffic generation. Both are critical elements of a successful Internet business solution that will well serve the staff, students and parents of Temple University. Ricardy Banks and Temple University are thrilled with the results of their efforts. A website's visibility on the Internet can be the pivotal difference between a successful, targeted Web presence and being overlooked by search engines. As a WSI Consultant, Banks collaborates with his clients in the higher education community to create websites that perform for their target audience. Temple University's New Student Orientation site features SitePal's virtual guides to assist visitors in navigating the site using artificial intelligence to answer or address any questions from students or parents, and Adobe Flash animation is used to highlight key aspects of campus life. The critical information found on the site will help students become more comfortable with the orientation process. The site is Web Accessible to ensure that all users can benefit from the site, regardless of any disability.

Ricardy Banks has over 20 years of experience in the Information Technology industry in which he has written numerous articles on various IT topics. Banks has directed teams at Lockheed Martin and IBM and has delivered a multitude of projects for various clients ranging from small startup companies to the government. Currently, Banks is a Certified Internet Business Consultant and a SEO professional.



Temple University is a world-class center of teaching, research and health care. From its roots in the historic and cultural richness of Philadelphia, Temple has become a major international university with successful, long-standing campuses in Tokyo and Rome, and educational programs spanning the globe. Temple is the 28th largest university in the United States. In addition, it is the 6th largest provider of professional education (law, dentistry, medicine, pharmacy and podiatric medicine) in the country.

About WSI:

Through its network of over 1500 offices in 87 countries, WSI delivers thousands of e-business solutions to small and medium sized businesses annually. Headquartered in Toronto, Canada, WSI provides affordable Internet related services and technologies that deliver maximum return on investment for businesses. As the world leader in providing profitable Internet solutions to SMEs, making information accessible for all via the Internet is an essential component of our offering. WSI is committed to assisting customers to ensure their websites are accessible for people with disabilities by providing education, guidance, tools and techniques that comply with the worldwide W3C standards.

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For more information on WSI and its offerings, please contact Ricardy Banks at [REDACTED], visit [REDACTED] or by phone at [REDACTED]