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## Looking ahead

Longtime leader of Project Future, Pat McMahon discusses the agency and his new position at Notre Dame. – Page 4



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# Bang Web designers take aim at customer needs

Bang Web Site Design, founded by Brian Rideout in South Bend as BKR Studio focused on commercial photography, has grown to four locations and evolved into a website design, development and hosting firm.

Rideout adopted the Bang name in 2005 when he opened an office in Tampa, Fla., where his initials carried no cachet, and he expanded it across the company in 2010, when he also opened offices in Phoenix and Prescott, Ariz., and dropped the commercial photography service.

The firm remained successful through the economic downturn as clients concentrated on improving their Internet presence to stand out in increasingly competitive markets, Rideout

## LEARN MORE

For more information, contact Bang! Web Site Design, 105 E. Jefferson Blvd., Suite 800, South Bend; 574-245-9576; or visit [www.bangwebsitedesignsouthbend.com](http://www.bangwebsitedesignsouthbend.com).

says.

“There’s two things I think that have made us successful,” he says. “Early on, ahead of most Web developers, we seemed to have a knack for providing a website that would not only look good but Google would rank well.

“The other key to our success is we do custom work. We don’t

tend to use off-the-shelf components. We develop our own tools and our own shopping cart system.”

For example, on a website for Casper’s Coins in South Bend, Bang uses a feed from the metals industry that provides the current price of gold and silver, a fast-changing figure, to allow adjustment of the site’s pricing every 15 minutes.

“His pricing is always correct,” Rideout says. “It’s completely automated and happens constantly.”

Chad Nagy, the firm’s project manager, says companies are turning more and more to Web investment and social media for their marketing. Bang focuses on the client’s aim when it starts a project, often for a mature firm ready to upgrade an earli-

er site.

“What do we want this person to do when they’re looking at your website — pick up the phone? fill out a form? hit the Buy button? We start there,” Nagy says.

“We don’t start with what the domain name should be. What are we trying to compel people to do? It’s really ground up.”

BKR was only a commercial photography studio until 1992, when Rideout invested in computer equipment and started doing computer graphic design work, multimedia and video.

“Then along came the Internet,” he says. “In 1996, our clients started asking us to build websites for them. We said, ‘Sure, we can do that.’”

Do you have an idea for an article in

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