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Inside the List

Inside the List: Teckpert CEO talks marketing automation, impact of do-it-yourself web tools

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Teckpert is one of the region's largest web development companies. With 27 web designers in South Florida, the company has created 290 websites and earned the No. 3 spot on this year's list. The *Business Journal* spoke with CEO [Adrian Esquivel](#) about the impact of do-it-yourself web tools, the most common customer requests, and the various factors influencing web development.

How have do-it-yourself web design tools impacted your business?

The audience for those tools is not our target customer. There is certainly value for DIY platforms for new companies or startups looking to validate a business idea. But for the more established business, they lack flexibility and functions that are desired, in addition to the loss of control of the online experience.

What are the most commonly requested features for websites right now? Generally speaking, creating a website that communicates a clear message for the business on top of a unique design that will leave a lasting impression on their customer. As we field requests for features, we find alignment with those areas we recognize (i.e., what we promote) as being impactful for the business. Primarily, how the website can modernize business processes that put the customer in the center of their digital experience with the brand. These typically involve integration with existing departments and the systems that support them (i.e., ERP, CRM) in addition to creating a cross-platform (mobile/web) experience.

What are the biggest developing trends in your industry? Marketing automation and digital transformation are influencing how websites are being thought of and created. When we create a website, we look at all the tools a business currently uses and what their objectives are. We want to figure out how to design a site so that the tools are best being utilized, and we want to make sure there's consistency across a business's website, social media channels and any other tools or tech they put in front of their customers. Websites have to solve and meet the objectives of the business. They're not just a platform for information; they can do more, and they should.



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Teckpert CEO Adrian Esquivel

