

ITCN Creates New Website for the Trenton Housing Authority

New Jersey web design and marketing firm ITCN launches a new website for the Trenton Housing Authority. ITCN (<http://www.itcn.com>) provides interface enhancements and search engine optimization services for THA.

May 21, 2008 (FPRC) -- ITCN (<http://www.itcn.com>), A New Jersey-based web design and marketing firm, recently designed and programmed a new website for the Trenton Housing Authority, a group which provides housing, education and employment opportunities for families of modest means. The new website at <http://www.tha-nj.org> has been designed to provide easily accessible information about the services which the Housing Authority offers the community of Trenton, New Jersey.

Some of the information which can be found on the new THA website includes how to apply for housing in Trenton, eligibility requirements, and photos of the various THA Housing developments. Over the past 30 years, the THA has served nearly 2,000 households, and they are constantly striving to meet the demands of the growing population in Trenton.

"Our old website was simply not performing the basic function of getting our information to the members of our community," says Cindy Smith, the IT specialist in charge of the website launch at THA. "We wanted a way for everyone to know what we had to offer them."

In addition to designing and programming [tha-nj.org](http://www.tha-nj.org), ITCN also applied their search engine optimization techniques to the new website. This resulted in an almost immediate 300% increase in online visitor traffic from search engines like Google and Yahoo.

"ITCN has helped us immensely by not only making a clean and professional website, but by also helping more people find us on the web. Our traffic tripled due to ITCN's work," said Smith.

"This was a great project for us," said Barry Wise, President of ITCN. "Not only did it help expand our professional portfolio, but it was very rewarding to be involved in a project which provides so much assistance for the people of New Jersey."

ITCN also worked with the staff of ABS, a Trenton company which provides management solutions, to publish the content on the new website. ABS provided all copy for the site and worked to ensure the flow of information was user and search engine friendly.

"ABS was also a pleasure to work with. They focused on our content requirements and worked with us to insure a high level of quality went into the new site," says Smith.

ABOUT ITCN:

ITCN (<http://www.itcn.com>) is a web design and online marketing company in Morristown, NJ. They have been providing web design, programming, e-commerce, database application and search engine optimization services in Morristown since 1998.

ABOUT THA:

The Trenton Housing Authority (<http://www.tha-nj.org>) provides decent and affordable housing in a safe and secure living environment for low and moderate income residents throughout the City of Trenton. It is an autonomous body that is chartered by the State of New Jersey, partially funded by the federal government, and governed by a seven member Board of Commissioners. Over the past 30 years, the THA has served nearly 2,000 households. Several new housing sites have been added to meet the growing needs of families in Trenton.

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