

## FOR IMMEDIATE RELEASE



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### **Hollenbach Construction Launches New Website Through Media Fusion Technologies**

**Boyertown, PA – (27-Mar-10) Hollenbach Construction, Inc.**, an experienced [general contractor and construction manager](#) specializing in [senior housing; commercial, industrial & institutional construction services, pre-engineered metal buildings, construction management services](#) and more, recently launched a new technologically advanced website ([www.Hollenbach.com](http://www.Hollenbach.com)) through [Philadelphia area website design and development company, Media Fusion Technologies, Inc. \(MFT\)](#).

Hollenbach first established a web presence in the spring of 1998. As the company continued to grow and gain regional notoriety in its industry, administrators understood the importance of advancing their website as well.

“Our new, feature-rich, interactive website will provide our clients and subcontractors with a much more informative and productive experience,” said Stephanie Hollenbach, Secretary / Treasurer. “As customer service and satisfaction remain our number one priority, we believe that our new website will allow us to improve our high standards of both. Rolling out our new website proves that, once again, Hollenbach Construction is continuing to remain at the forefront of our industry, even in these tough economic times.”

The website was designed and programmed by MFT in the Microsoft .NET framework using Microsoft SQL Server as the database platform. Together with other technologies, these establish a stable, dynamic, comprehensive and extensible website environment which allows the customer to control site content live time via web browser using MFT’s proprietary Content Management System.

In addition, the site includes MFT’s Search Engine Optimization (SEO) program, a dynamic, cohesive and enhanced SEO system that delivers consistent top placement across all major search engines. This system utilizes the robust framework of Microsoft .NET in conjunction with advanced SEO programming and strategies that have been developed over the past ten years by MFT’s SEO-certified staff. Additional information on MFT’s SEO and programming is not available for general release.

Since 1968, Hollenbach’s success has covered a wide range of project types and complexities including commercial, industrial and institutional. The company offers construction management, general contracting, design/build and development services to fit a wide range of needs including additions, renovations, and restorations to existing structures as well as new construction on multi-million dollar facilities.

For additional information on Hollenbach Construction, visit [www.Hollenbach.com](http://www.Hollenbach.com) or call (610) 367-4200.

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