

For Immediate Release

## **Northeast Louisiana Economic Alliance launches new website**

(FERRIDAY, LA) The Northeast Louisiana Economic Alliance (NELEA) has announced the launch of a brand-new website located on the web at <http://www.nelea.us>.

The site features many helpful new features, including a realtime news and events system to keep visitors informed and up-to-date about the efforts of NELEA.

Creative director for the project, Micah Touchet of NewBirth Creative Design Agency, said the list of must-have features to be implemented was long, but he touts the finished product as rivaling or surpassing any other site in the industry.

“We knew that the amount of information to be presented to the client was very massive, and if not properly organized, would be inefficient and unhelpful. For this reason, we took a great deal of time researching usability, wire-framing and the navigation hierarchy.”

The site is several hundreds of pages, and it features a built-in search engine function on every page to assist with finding the proper information desired.

“We built the site to utilize the World Wide Web Consortium recommendations, including Valid XHTML 1.0 Strict and Valid CSS 3 coding,” stated Touchet. “We also were careful to include accessibility features and function, using the guidelines of Section 508 of the Disabilities Act.”

Northeast Louisiana Economic Alliance will be adding more information to the site as time progresses.

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