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## Financial Institutions Consulting, Inc.

Founded in early 1995 by [Charles B. Wendel](#), Financial Institutions Consulting (FIC) focuses on issues of productivity and growth for a variety of financial services clients. Stemming from [our mission](#), emphasis of work is on achieving practical, bottom-line results based on quantitative and qualitative research and an in-depth understanding of industry dynamics.

Areas of expertise include:

[Commercial Finance/Leasing/ABL](#)

[Private Banking](#)

companies as well as industry associations. In illustrating our ongoing commitment to our fully completed projects in many areas of

[Process Enhancement/Restructuring](#)

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Tel: 203-431-8330  
[info@ficinc.com](mailto:info@ficinc.com)

This page is a sample of the client's old Web site. The last page shows the new site, designed and developed by Philip Tobias. The in-between pages show some of the design mockups Tobias created.

### Project and design requirements for new site:

- Design entirely new Web site for client needs
- Develop more refined color palette
- Create banner graphic with enhanced logo
- Apply Search Engine Optimization (SEO) techniques
- Implement new, easy-to-use blog section
- Automate newsletter subscriptions with signup box
- Implement new sitewide search feature
- Develop new Cascading Style Sheets (CSS) for text
- Create Web page template to ensure consistency
- Modularize design for easier site-wide updating
- Choose and stylize financial industry graphics
- Research and edit content for new Web pages
- Convert existing content cost-effectively
- Provide Quality Assurance (QA) testing of new site
- Document site changes and important files
- Train client personnel to maintain Web site
- Design similarly-branded electronic newsletter

For more information on the full range of Tobias Web publishing services, visit [www.PhilipTobias.com](http://www.PhilipTobias.com).

- Segmentation
- Channel Management
- Process Enhancement**
- Product Development
- Implementation Planning
- Best Practices
- Acquisitions

## Page Title Use Heading One

A re-engineering of your business enabling a more effervescent into a well designed and content is downright null. From your online presence mentally cause a morphing structure whose semantic

## Typical Headlines Use Heading Two

To more fully clarify the current concept, a few aggregate issues will require addressing to facilitate a distributed communication venue. In integrating non-aligned structures into existing legacy systems, an even more effervescent (bubbly) gateway blueprint in a backward compatible package of tangible and immeasurable strategic value will result in right-sizing the conceptual frameworks, but only when thinking outside the box. This being said, the ownership issues inherent in dominant thematic implementations cannot be understated vis-a vis David Bowie, for instance. Another sample link.

### A bulleted list:

- Item One
- Item Two
- Item Three

## Another Heading Makes a Point

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## One

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January 25, 2008

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### FIC Expertise Profits the Financial Industry

FIC's financial industry [expertise](#) includes:

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- [Wealth Management](#)
- [Retail Banking](#)
- [Commercial Finance](#)

Our client base consists of banks and non-bank financial services companies as well as industry associations. In almost every case, we have conducted multiple studies with clients, illustrating our ongoing commitment to our clients' success and their satisfaction with our work. FIC has successfully completed projects in many areas of critical importance to the financial services industry.



FIC Helps Financial Institutions Solve Today's Challenges

### FIC Serves the Financial Industry

Financial institutions can benefit from FIC's services, which focus on growth

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Welcome to the new FIC Web site. We hope you find it visually appealing, easy to navigate, and full of useful content for financial services professionals.

One of the exciting new features is a blog by Charles Wendel. Regularly check this blog for financial industry news and commentary.

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