

## LifeBLUE Media Launches CMGCash.com

By LifeBLUE Media

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*LifeBLUE Media launches an easy-to-use interactive web application for CMGCash.com, addressing key aspects of the business model by utilizing the power of web design and development to satisfy business needs.*

Allen, Texas - LifeBLUE Media launches CMGCash.com, providing web users with information that is easy to find as well as logical conversion points for plaintiffs and legal consultants. LifeBLUE's mission with this project was to create a simple and accessible site for a highly complex topic.

"CMG is a great example of a client with a strong business model that provides tons of information about who they are and the service they provide as well as the desire to know how to fully utilize the power of the web to meet their business needs," explained LifeBLUE's .NET/PHP Developer, Josh Guthrie. "As an interactive agency, we are able to consume their model, content, and business needs to generate an easy-to-use interactive web-application that not only lends itself to the viewer with great design and clean, professional layout, but also lends itself to the business model by integrating functionality relevant to their business needs," he added.

The website was designed and developed around the CMG business model. LifeBLUE addressed several key aspects of the business, from internet marketing to internal maintenance. We didn't just rebuild all of the existing technology in order to develop a website that worked with the existing information architecture, but simply extended it through the use of advanced web technologies like web services.

LifeBLUE has transformed a nice yet limited web presence into a powerful tool that organizes, simplifies and automates crucial areas of the business online. For example, the slimmed down management utility makes interaction with the applications easy for existing consultants and case analyzers. And the simple design gives CMG a fresh and specialized presence online.

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Rooted in web design and application development, LifeBLUE Media is a Dallas based Interactive Agency specializing in the planning, creative, development, and implementation of interactive products for an extensive client base. We are the innovative force behind strengthening the online presence of your business, saving the world from bad design, one client at a time.

To learn more about how LifeBLUE Media can change your business online, visit <http://www.lifeblue.com>, call 972-984-1899 or email [accountservices@lifeblue.com](mailto:accountservices@lifeblue.com).

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