



Convirs Expands Offerings With Custom Software Development for Local Businesses

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Convirs Web Design has formally expanded its service lineup to include custom software development, a service focused on building booking and scheduling systems, automation tools, and integrations that connect the separate systems local businesses already rely on. The expansion addresses a growing need among small and mid-sized companies whose daily operations depend on manual data entry between disconnected tools.

The new offering, Convirs Custom Software Development, builds web-based applications that run in any browser, including on mobile phones, rather than as native mobile apps. The service targets common operational bottlenecks by connecting booking software to email lists, payment processors to accounting tools, and customer relationship management systems to company websites, allowing data to move automatically between platforms instead of requiring manual work.

The service was founded by Trevor Convirs, who brings 9.5 years of experience in the fintech industry,

including five years as a senior software engineer building production software that handled real financial transactions at scale. That background informs an approach centered on reliability and clarity for businesses that lack in-house technical teams.

"Many local businesses lose hours every week moving information from one system to another by hand," said Trevor Convirs, founder of Convirs. "The custom software work is about closing those gaps so the tools a business already uses actually talk to each other, and the owner can spend that time on the work that matters."

The company follows a four-step process for each engagement. It begins with a free discovery call to understand a business's current workflow and pain points. That is followed by a scope and fixed-price proposal, which replaces open-ended hourly billing with a defined cost. The build phase includes regular client updates and a review before launch. The final phase covers launch and handoff, including training and ongoing support for bug fixes and future additions.

Clients own the software once it is built, with no ongoing license fees. The web-based structure means the applications are accessible across devices without additional installation.

"Fixed pricing and full ownership remove a lot of the uncertainty that keeps smaller companies from pursuing custom tools," Convirs said. "A business should know what it is paying up front and should own what it pays for."

The expansion reflects broader demand among trade professionals and service businesses in Southwest Missouri, where operational efficiency has become a competitive factor alongside online visibility. The custom software service complements the company's existing work in digital marketing and lead generation.

Convirs is a digital marketing agency based in Monett, Missouri. The company helps local businesses increase their online presence and generate consistent leads through website design, Google Ads management, Facebook and Instagram advertising, and search engine optimization. With the addition of custom software development, the company now supports both the visibility and the internal operations of the businesses it serves, emphasizing measurable results and straightforward communication.

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For more information about Convirs Web Design, contact the company here: [Convirs Web Design](https://www.convirswebdesign.com)
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Convirs Web Design

Convirs is a Monett, MO digital marketing agency helping local businesses across SW Missouri get more leads through websites, Google Ads, Facebook Ads, and SEO. No contracts, transparent pricing, real results.

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