

ABCI Enhances Aviation Web Site Development Team & Technology Toolset

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SALT LAKE CITY ? ABCI, an aviation marketing company, has assembled a recipe for upgraded development and hosting of aviation web sites.

Aviation companies depend on their web sites for nearly every marketing interaction. When a sales or marketing professional meets a contact at a trade show, or places an ad in a magazine, or posts on social media, there is almost always a link to the company?s web site. Aviation companies are expected, by nature to be very well-run and organized. They are judged on how well they maintain their equipment and processes, including their web site.

?We have had people come to us who say that they know their web site needs some work, because someone at a trade show told them, ?your web site looks like it hasn?t been updated in awhile, we didn?t know if you were still in business!? said John Williams, Chairman of ABCI.

ABCI has a history for building web sites for a large variety of aviation companies, including flight schools, brokers, equipment manufacturers, service providers, and others. Aviation sales and marketing professionals appreciate the high quality development, fast response time, and nearly 100% uptime provided for sites ?powered by ABCI.?

But that uptime had come at a cost. ?In order to scale, and in order for me to get more sleep, we needed to add to the team,? said ABCI President Paula Williams. ?We pride ourselves on having a live, intelligent human being respond to every ?site down? alert to get things back up as quickly as possible. But that live, intelligent human being has too often been, well, me.?

ABCI has partnered with John Chvatal of Trinity Aviation Solutions to provide ?day shift? and Abdul Rauf for ?night shift? support, providing true ?around the clock? response.

Besides the emergency coverage, the team benefits from different perspectives that each member brings to the team.

?The team has been working together remarkably well, and everyone brings different ideas and experience to the table, so we have more than one set of eyes on each situation.?

The company has also added several elements to their technology stack: Flywheel for specialized WordPress hosting, ShortPixel for compressing the images web sites to improve the load speed of the web site, and CloudFlare for improving speed, caching, uptime and security for sites using CDN technology.

"Flywheel is excited to be partnering with Aviation Business Consultants International to bring you a superior hosting experience. As a managed host that specializes in WordPress, we've put our tools, experience, and expertise into the Flywheel Cloud Platform, giving you dedicated resources with best-in-class security and performance for your sites!" said Leigh Lynam, Account Executive, Flywheel.

?We?ve done extensive testing with this combination of technology that was suggested by John Chvatal of Trinity Aviation Solutions, and have had better results on each of the web sites we?ve tried,? said Paula Williams, noting a 10-30% uptick in load speed.

As web sites become more complex and include larger graphics and other elements such as video, load speed and reliability are very important for impatient customers. Speed is also important for search engine

optimization. Search engines like Google have been using load speed is one of the factors in web site ranking since 2010.

Some examples of the web sites developed by ABCI include: Leading flight academy AerostarTypeRatings.com, Dispatch and Avionics Academy GuamAviationAcademy.com, Fixed Base Operator/private aviation terminal GuamFBO.com, Aircraft broker GCAircraft.com, Aviation Propellers maker Avprops.com, Sales development company SeabrightCompany.com, Charter and management company FlySSC.com, Aviation Consultant SapphireAviationSolutions.com, UAV Academy, Consulting and Drone Port TechCenterGuam.com.

Web site development or refresh packages start and $5979. Site management is generally available only for ABCI-developed sites.

The company can be reached at AviationBusinessConsultants.com via Facebook, Twitter, LinkedIn or Instagram, or Paula@AviationBusinessConsultants.com

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Aviation Business Consultants Intl. (ABCI)

ABCI helps companies sell more products and services in the Aviation industry. We work with charters, brokers, flight schools, MROs, component manufacturers, software, doctors, lawyers, insurance professionals and others.

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