

Encinitas Design Agency Gives Local Businesses a New Look

ARCHIVAL CONTENT

ENCINITAS, Calif., Oct. 28 (SEND2PRESS NEWSWIRE) – Encinitas-based businesses The Fitness Shop, AddSpace To Your Life!, Sara Gilman Consulting, and Encinitas Foreign & Domestic Auto Repair are all celebrating 2008 launches of new websites aimed at generating new business and maintaining relevancy in an increasingly web-based society.

Durrani Design, the agency responsible for these companies' new look, recognizes the need for local businesses to make an internet presence for themselves. "Most people consider the internet to be a global market, but it's still an important tool for local businesses." said Joe McDonald of Durrani Design. And Durrani would know... the full-service design firm just moved into a larger office on North Coast Highway 101 in Encinitas and is thrilled to be working with local businesses. In fact, Durrani Design just launched their own newly redesigned website (www.durranidesign.com) – showing their clients a practice-what-you-preach approach.

Sara Gilman is a Psychotherapist & Business Consultant who has 25 years of experience. Her practice is located on North Coast Highway 101 in Encinitas and she is a fixture in the local business community. Her new website can be found at www.saragilman.com.

Renee Woods is the owner of The Fitness Shop, which will open its doors in Encinitas soon. Renee and fellow trainer Jill Knipp embrace and embody the active Encinitas lifestyle through their Kettlebell training programs, Perfect Fit USA and Kettlebells for Mommies, which they will offer at their new facility. With a new gym-space as well as a new website, they are establishing themselves firmly in the community.

Kathi Burns, founder of AddSpace To Your Life! and a Leucadia resident, is living an entrepreneur's dream. She built her business from the ground up 5 years ago and has since been featured on Good Morning America as well as in Better Homes and Gardens and Organize Magazine. She is also a regular correspondent on the NBC Morning News. Updating her website, www.addspacetoyourlife.com, was the next step in her already successful career. Her new book, "Master Your Muck ~ Create Space, Organize, Live Your Passion" will be released early 2009.

Leo and Julie Macaluso of Encinitas Foreign & Domestic Auto Repair have been a part of the Encinitas community since 1988, and have always taken an active role in supporting the community through sponsoring sports teams and local events. Their new website (www.RunCarRun.com) gives them not only a new look but a new form of client access through online appointment scheduling.

What is it like to successfully give local businesses a new image? "There is no better feeling," said Matt Harding of Durrani Design, "We have clients

across the country, from Seattle to Boston, but there's nothing like taking care of your hometown."

Durrani Design is a full-service boutique creative design agency. They provide solutions for businesses who aim at making a strong presence both online and offline in today's marketplace. In addition to working extensively with Encinitas businesses, they provide services to clients in the entire San Diego area and nationwide.

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