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Security Technologies Group launches revamped website

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STG rolls out revamped website featuring a fresh design, to increase visibility and provide additional support materials to enhance customer experience.

Security Technologies Group (STG) announced the launch of their revamped and improved website featuring a fresh design, to better highlight the full range of services offered, and to impart critical product information. The site additionally incorporates a fledgling e-commerce section as a preparation to full online sales.



With the launch of the new site, [STG](#) strengthens its role in providing industry leading visibility with regional and global reach to its EMEA customer base. In an effort to better support their target market the site has been streamlined with the aim of providing a repository of useful information to security practitioners. Website enhancements have been made in various areas and include new templates for product news releases, improvements to the search-optimized media centre, and a new learning centre that contains educational materials such as white papers, articles and videos.

New features include:

Enhanced Product Section. This redesigned section includes product information, images, product comparisons and reference information which will allow easy product selection.

Technology Section. Full technology overview with detailed explanations and multimedia graphics designed to easily impart relevant information.

Features Section. Added section dedicated to STG unique technology features with technical reference guides.

Downloads Section. This section includes Educational Resources and Tools. STG has built up a comprehensive learning centre which includes best practices, "how to" articles, data sheets, catalogues, brochures and real-world customer case studies in an effort to enhance the learning and visual experience.

Members Area. Section offering pre and post sales support tools to Business Partners and relevant informational tools for Consultants and Specifiers.

Online Shop. Completely new section dedicated to e-commerce.

Media Section. Fully redesigned to include news releases, newsletters, presentations, white papers, editorials and real-world customer case studies. This template will offer additional channels for multimedia, such as images and video, to promote sharing and forwarding. According to latest research, multimedia elements have been shown to have an impact on key metrics including time-on-page and search results, while increasing reader engagement and content sharing. The template has also been customized for search optimization and performance and faster load time.

Said Denis Kane, Director of STG, "The Internet has increasingly become the most popular mechanism to retrieve information on our product portfolio, accordingly I am proud to announce the launch of this site transformation which will significantly improve the user experience, with enhanced visuals and resources while streamlining Website navigation."

"Internet users are now just clicks away from any information they need about us, our products and services including latest news, white papers, catalogues, brochures, presentations, data sheets and much more." Added Kane.

About Security Technologies Group

Security Technologies Group, headquartered in Hargrave, Northamptonshire, is a supplier of access control peripherals such as readers, credentials, locks, power supplies, etc and is an innovator in the development of advanced Card Management software, which allows the identification of previously ordered credentials, therefore ensuring continuity of supply.

Their extensive knowledge of the marketplace and superior technical support capabilities have earned them the reputation as being the experts in the Access Control field, and so the supplier of choice to those looking for these characteristics within their vendors.