

New Website to Promote NATA Accredited Radiation Safety Provider

Website offers technical insight

Australian Radiation Services (ARS), a privately owned, NATA accredited radiation safety service provider, has launched a new website to raise the profile of the company's radiation and consulting services and provide technical insight for existing and potential clients.

ARS is the first privately owned company to be awarded NATA accreditation for calibration of protection level radiation monitors.

The website (<http://www.radiation.net.au/>) promotes the company's leading position as a non-government provider and highlights their ability to meet high radiation safety standards. Information relating to the company's radiation and consultancy services is detailed to encourage users to enquire online.

ARS Managing Director/Principal Consultant Health Physicist Joe Young said that the professional website is relevant to the industry and presents well to current and prospective clients.

"The modern design and layout gives us a professional image and showcases the range of equipment we have at our disposal" Dr Young said.

"With a detailed overview of our services, equipment and staff members, website users can send enquiries online without hesitation".

Young said another key focus had been on improving the existing website to create user-friendly navigation while integrating Search Engine Optimisation (SEO) techniques for better rankings on search engines. The site is set to generate sales leads for the company via qualified traffic from SEO. "Our website has been optimised not only to ensure fast accessibility for all users, but also to make it easier to find on major search engines like Google," Dr Young said. "We want to ensure that customers can easily find our services and enquire online." Dr Young said the team at ARS were extremely happy with the new website developed by Exa Web Solutions.

About ARS

Australian Radiation Services is Australasia's leading and most respected non-government provider of health, medical and environmental physics services. Their clients include major resource companies, universities, leading hospitals and health networks as well as government departments and agencies.

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