



**Windfall Design**

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**Web Development**

AntiVirusNews.net is an affiliate website created and partly owned by The Windfall Group. Revenue is generated through sale assists. It showcases the best in Anti-Virus software; ultimately, it's an extended advert on behalf of these products.

Of course, a website with this sale structure needs to stand out. After just the first stage of SEO, the site currently ranks within the Top 10 out of 22.5 Million results when using a search like 'Top 10 Antivirus'.

Although this is a personal project to Windfall, it highlights a means to generate revenue. If you have a business idea online, we'll happily make it happen.

**Resources**

- Research
- Brand Development
- Positioning
- Tagline development
- Identity Guidelines