

WebFX is a founder-run provider of technology-enabled digital marketing solutions to 1,200+ customers, primarily premium small and medium sized businesses. WebFX offers a range of ongoing digital marketing services, including search engine optimization, website optimization, paid marketing, and other digital marketing execution services.



Trilantic North America and WebFX share a similar ethos. WebFX has enjoyed partnering with Trilantic North America and is grateful for their ongoing support in our mission of creating a great work environment, helping premium small and medium sized businesses, and giving back to the community in Southeastern Pennsylvania as well as globally.

Bill Craig
CO-FOUNDER & CEO

Key Initiatives

PEOPLE-CENTERED CULTURE

Building a positive company culture has always been a top priority at WebFX, and as a result, the company has been named the #1 Best Place to Work in Pennsylvania seven years in a row, most recently in 2021. WebFX firmly believes in creating an environment that encourages innovation, inspires creativity, and fosters familial culture. Thanks to the company's commitment to transparency in professional progression and their intentional practice of diverse hiring and promotion, women make up more than 50% of company leadership positions.

BOARD DIVERSITY

WebFX believes that diversity results in better decision making; to that end, we are proud that the WebFX board is currently 40% women.

MINIMIZING CARBON FOOTPRINT

WebFX is committed to decreasing their carbon footprint by installing solar panels at their headquarters, encouraging green commuting, and saving over 24,000 plastic bottles. Through GreenFX, the Company has also partnered with Guatemala Conservation Coast to preserve 100 acres of biodiverse forest. Finally, WebFX donates one tree for every FXer at the end of every quarter when client happiness scores meet or exceed an NPS of 80.

EDUCATION OPPORTUNITIES FOR COMMUNITIES

Established in 2020, STEMFX provides ongoing learning and growth opportunities to high school-aged students currently in the Harrisburg, Pennsylvania area and expanding to other geographies in 2022. This grant program allows students to learn cutting-edge skills in digital marketing, design, and development.

#1

Best place to work in Pennsylvania for seven years running

50%+

Leadership positions held by women

1,300+

Meals donated

2,000+

Trees planted

150%

Company charity match

Disclosure Statement

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