

Our Website Creation Process

We work with business owners and marketing departments who recognize the need to do online marketing right, but either lack the time or experience to get it done. You can depend on our history of over 20 years of experience in the business of marketing.

Why Our Clients Work with Us:

- › Responsive
- › Creative and innovative
- › Caring and have an "easy-to-work-with" attitude
- › Efficient
- › Strategy focused

Strategy

Planning Meeting

We talk about goals, help define your audience, what the new website should look like, how it should function, and what it should say. It's amazing what can be discovered during these discussions - things you didn't even know you wanted out of your website.

Because everyone has unique needs, we offer different levels of Planning Meetings. We can figure out what type of Planning Meeting is going to fit you best.

Final Quote

Working with the results of our meetings, initial planning, and additional research we will provide a quote with details of the work proposed.

Paperwork

Once the quote is accepted, proposal signed, and down payment invoiced and paid, the fun begins!

Development

Messaging

What is your website going to say? All of your messages need to support your goals. This is such an important part of your online marketing; not only for your visitors to read, but also for Search Engines.

During our Planning meeting, we will have already talked about how the website content will be created, who will be doing it, and the importance of having it completed sooner rather than later.

Development (continued)

Design

During this phase, our team develops design concepts. This will start to define what your visitors will visually experience when they visit your site. Keep in mind, these concepts are works-in-progress. This is the time to make changes and tweaks.

Build

Now our Developers and Designers bring your design to life by writing the code necessary for it to display and function on the Internet. The site is also tested to make sure it works across multiple browsers.

Content

This is when we wrap up all the messaging we've been working on and get it added to the website pages. If you're going to add your own content, we'll set up personalized training session just for your site. If we're going to add it, you can continue to sit back, relax, and enjoy the process.

Change Orders

They happen. Your business doesn't sit still while your new site is being created, and why should it? We understand that your needs can change, and we'll adapt with you. We'll talk through any changes and propose options. We won't do any additional work unless we all agree it's the best plan and we all agree on any additional costs.

Go Live!

Share with the World

Once your site is built, your content and images are loaded, everything has been tested (twice), your new site will be ready to go live for the world to see.

It is important to note that there is a period of up to 48 hours where people may still see either your old or new website; this cannot be avoided due to the way the Internet works. Also, it may take up to 4-6 weeks for search engines to fully index your new site - we know, that seems like forever, but be patient, it's worth it!

Support and Maintenance

Ongoing Marketing

Once your new site is live, we have varying types of support and maintenance options for your website and marketing needs. Plans can be tailored just for you. Like our websites, we don't try to fit you into pre-sized solutions. We'll work with you to find that perfect fit for your ongoing marketing efforts - social media, SEO, blogging, the list goes on. **Talk to your Account Director for details.**

