

Website Strategy and Planning

A new website is exciting! The steps required to build a site aren't quite as glamorous. However, Strategy and Planning are two critical components that help.

Vivid Image will:

- › Work with you to narrow focus, so the project can be as efficient as possible
- › Clearly define your message and identify your goals
- › Create beautiful AND effective designs that elicit results
- › Focus developers on the right features and functionality, in the right order, to reduce costs and save time
- › Recommend ongoing efforts to drive traffic and engage customers through search engines, social media, and ongoing marketing efforts

Depending on your specific needs, the team that works with you on your Strategy will be made up of a combination of the following:

Account Director

Through initial and ongoing communications, your Account Director will get to know you and understand what you ultimately want and need to accomplish. Competitive research, website data, and analysis completed by your Account Director will provide you with a road map needed to get your website where you want to go. The Account Director pulls together resources, coordinates project team members, and generates momentum to see your project through completion.

Your Account Director will provide:

- › Overall planning and implementation guide
- › Goal identification
- › Focus on your target marketing
- › New, streamlined site architecture
- › Critical site components
- › Final quote

Graphic Designer

The Graphic Designer will work with you and your Account Director to develop a set of wireframe designs to give insight into how users will interact with your website. Designers are adept at combining the perfect "look and feel" of your website, with user behaviors, usability standards, and elements that will elicit specific responses. They will also ensure branding is consistent and professional.

Your Designer has the expertise to deliver:

- › Overall visual identity to your new site
- › Wireframe ideas for user interaction and component placement

SPECIALIZED TEAM MEMBERS

Web Content Specialist

The reason for having a website is to provide something for your visitors. Whether you are selling products, providing a service, or offering valuable information, the content on your website will be the reason someone takes action or leaves to go somewhere else. A Web Content Specialist will help explain what it is you have to offer so that it is valued by your visitors. When people can find what they need, understand what they read, and feel confident in taking action, conversions likely.

Bringing a Web Content Specialist into the planning will provide:

- › Summary of page content
- › Copyrighting recommendations and plan for creating new, original content

Community Manager

A community Manager plays a key role in the long-term success of your website, and their involvement in the strategy helps identify opportunities and key audience behaviors that lay the ground work once the site is live. A Community Manager will focus on engaging your ideal customers in conversations and prompt two-way communications to help convert leads into sales through many channels such as: social media, blogging, email campaigns, and content creation.

Your Community Manager will add:

- › Custom, phased plans for growing your social media audience and keeping them engaged
- › Social media recommendations for your specific needs

Web Developer/Programmer

Web Developers/Programmers are skilled with online processes and creating web-based solutions to cohesively pull together the best strategies, content, and design. Their experience ensures new technologies, trends, and website standards are taken into consideration so your website has a competitive advantage and is equipped for the future.

Bringing a Web Developer/Programmer will develop:

- › Custom functionality recommendations
- › Blueprint of your site's unique functionality

Search Engine Specialist

It's not common to find Google Certified Search Engine Specialists as part of a web design agency, but Vivid Image is in a unique position of providing this specialty when it's needed most; before, during, and after your project. Your Search Engine Specialist is trained to work with a team of web designers and developers who understand the unique SEO needs that accompany new website builds or existing site changes. This gives you the advantage of very planned, intentional, and balanced online search engine strategies that can later focus on conversations and measurement.

Your SEO Specialist will bring:

- › A SEO game plan for your new site
- › Ongoing recommendations for search engine strategies exclusively for you

Foundational Planning & Strategy Session

\$1500

Includes your Account Director and Graphic Designer

Each Specialized Member added to your team

ADD \$700

