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OUR PROVEN 5 STEP WEB DESIGN PROCESS

Your website is often your most prevalent representation to the largest segment of your market, and should communicate information quickly and easily, with a look that reinforces your unique brand personality. Websites that are too complicated or hard to navigate drive visitors away. Our team of professional web designers will research and map out how your visitors will navigate your website based on steering the visitors toward the desired goal. All design decisions are visitor focused and based on giving them what they want in as few clicks as possible.

Step 1: Discovery

Our web design team completes a concise yet comprehensive survey on our initial design interview to develop a Client Profile and Project Outline. This provides our team an outline to start critical research on your project, and gives us insight into your goals as a company and your target market, such as who they are and what interests them most. It also tells us which design concepts to explore and which to avoid.

Step 2: Website Planning and Conceptualization.

A solid plan is created focusing on designing a website that will convert visitors to buyers, sales leads, registered users, or creating other similar desired outcomes. The plan will focus on the basic things you want visitors to do while at your site. Each desired outcome is ranked by importance and prioritized accordingly. This allows a minimalist approach that focuses on the page's primary message. Our web designers will research and map out how to best deliver your unique selling points, features, and benefits, and put the right emphasis on all headings, subheads, text and links to motivate your visitors to move forward through your website and take action.

Step 3: Wire Framing

Clean, user-friendly block-layouts of your web pages are created ("wire frames") to make sure all individual design elements like; logo placement, navigation, text, etc. are in the most advantageous places. By creating a "wire frame" of your website, we can maintain the focus on communicating your message clearly to reassure your visitors that they are in the right place and compel them to move forward and learn more.

Step 4: Web Design Compilations

Only after your website has been completely "wire framed" will color and graphics be added to enhance your message and create an appealing brand experience directed at your target market. We truly believe that form should follow function.

Step 5: Website Coding and Implementation

All graphics and images are optimized to create the fastest loading web pages possible, and your website design is translated from the design stage "wire frame" to code, using the latest industry standard, cross-browser compatible, W3C Valid XHTML / CSS markup.