

WEBSITE DESIGN SERVICES GUIDE

WEB DESIGN PHOENIX

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INTRODUCTION: WHO WE ARE & WHO WE HELP

A Marketing Partnership

At Web Design Phoenix, we believe having a thriving business leads to happier, more fulfilling lives for our clients and ourselves, so we are motivated to grow our clients' businesses through creative website development and inbound marketing strategies.

We help growth-oriented mid-sized organizations who are already doing good things, but believe they could be doing better. Although there are exceptions, we aim to work with companies with gross revenues in the \$500K - \$10M range - big enough to justify a base level marketing spend, but not big enough to bring all marketing components in-house.

Our team is passionate about helping businesses achieve their revenue goals. We are strategists, visionaries, creators, technologists, and marketers. We are experts at what we do and driven to help our clients succeed.

The Web Design Phoenix team has worked with some of the largest brands in the world as well as many small, local businesses. Our expertise lies within the successful execution of web, mobile, social media, and digital strategies.

Your Marketing "Department"

Think of Web Design Phoenix as your company's own online marketing "department"...for less than the cost of an entry level employee.

Engaging an agency like Web Design Phoenix means you'll have complete access to graphic and web designers, content creators, writers, programmers, and marketing strategists to help your business achieve its goals.

Our proven process will help you compete, but it's not easy. It'll require sound planning to know where to spend your limited marketing "calories", followed by reiterative cycles expert execution. Your online presence must continually improve and complement your evolving business model, industry, and offline marketing efforts.

VALUE DRIVEN DESIGN

Value Driven Website Design is an evolved approach to website design that aims to eliminate the risks and inefficiencies of traditional methods. The primary starting goal of Value Driven Website Design is to get a new website launched as quickly as possible, minimizing up front cost. Budget and resources are reserved for optimizing website performance and user experience by continually refining designs and introducing improvements based on data collected from actual website visitors.

BUSINESS ADVANTAGES OF A VALUE DRIVEN METHODOLOGY

1 Launch Quickly

2 Known Budget

3 Continuous Improvement

4 Data Driven Decisions

5 Defined Deliverables

6 Information Sharing

VALUE DRIVEN DESIGN

1 Launch Quickly

On average, a traditional website takes 3 – 6 months to complete. It requires a ton of resources and involvement from your team – detracting from other responsibilities. Value Driven Design shoots to get you to market within 30 days. Your launchpad website is better than what you have now, but is not complete by any means. It is a starting point and the basis for all future online marketing improvement.

2 Known Budget

Much of the cost of a traditional website redesign is committed up front before you have any idea what effect the new site will have on your business.

Our approach reserves much of this upfront cost for optimization activity. You'll know exactly what you're spending each month, and returns on investment are reported and measurable.

3 Continuous Improvement

Traditionally built websites often lie dormant for 1-2 years after completion. Entire financial and resource budgets are spent before launch, leaving nothing for future growth.

Value Driven Designed websites go live quickly, then evolve and improve continually. Your website is flexible, becoming your #1 marketing tool, optimized for search engines, user experience, lead conversion, or whatever key performance metrics are desired.

4 Data Driven Decisions

Traditional website design tactics are deployed based on someone's beliefs or what they've seen other websites doing. How do you know if your site will perform optimally? You don't.

Value Driven Website Design uses real user data to inform website design decisions. Regular evaluations and improvement processes ensure that your website remains your #1 marketing tool.

VALUE DRIVEN DESIGN

5

Defined Deliverables

Building a complete website from beginning to end presents a huge number of unknowns. It's not possible for any design company to consider every angle and optimize every functionality from the start. As a result, website developers must generalize deliverables and pad cost estimates to account for this uncertainty.

Value Driven Design is a proven process designed to handle all uncertainty through a well defined series of actions.

6

Information Sharing

A typical website might employ Google Analytics to measure web traffic, but data collection usually ends there. Value Driven Designed websites not only measure web traffic, but also monitor visitor behavior, return visits, clicks and downloads, email opens and clicks, social outlets, and many others. A/B testing with critical website elements helps to achieve optimal performance. All areas of the company benefit for information gathered.

...AND THE BIGGEST ADVANTAGE:

Freedom.

A Value Driven approach to handling your website is sensible and sustainable over the long term. Your website stays laser focused on performance while you're free'd up to handle everything else you do.

DISCOVERY & STRATEGY

The process begins with what many companies tend to neglect: Discovery and Strategy. It starts with ensuring that your company has a clear action plan to implement your business' growth initiatives. The strategies Web Design Phoenix creates are not one-size-fits-all. All stakeholders are considered and in alignment as we collectively craft your website development and marketing strategy.

PRIMARY ACTION ITEMS IN THE DISCOVERY & STRATEGY PHASE

1 Performance Metrics

4 Buyer Personas

2 Content Analysis

5 SEO Configuration

3 Website Architecture

DISCOVERY & STRATEGY

1

Performance Metrics

Your website serves a marketing purpose. It is crucial for us to understand your marketing and sales processes, as well as specific goals for website performance. Performance metrics help to focus all future design and development activities.

Benchmarks help us to understand what is working well, and what needs improvement. Is your website charged with generating new sales leads? Is SEO a viable strategy? What role will your site play in the buyer's journey for your prospects?

3

Website Architecture

During our Discovery phase, we analyze your existing website (if you have one) and offer suggestions as to how it can be best used in conjunction with your marketing plan. We offer solutions for improving navigation and overall design so the first impression your brand makes online is a memorable one. The Web Design Phoenix team will work with you to develop a site that not only looks great and is easy-to-use, but one that focuses on generating strong leads for your business.

2

Content Analysis

Content is a driving force behind all successful online marketing strategies. In order to truly make the most of your new website, Web Design Phoenix will create a thorough analysis of your existing content and use this to generate a game plan for your future content needs.

We help you determine which types of content will resonate with your audience as they progress through the buying process.

DISCOVERY & STRATEGY

4 Buyer Personas

Before you can begin telling compelling stories, you need to figure out who your audience is. Messaging is going to change big time based on these and other factors.

- Who are your ideal customers and what do they care about?
- What are their goals and challenges?
- What messaging can you create that resonates with them?
- Can we identify your worst customers?
- What stage of the buying process are they in?



5 SEO Configuration

The intricacies of Search Engine Optimization are complex and ever-changing, but Web Design Phoenix can help. We understand how to leverage the search terms that matter most for your company, helping you to uncover relevant, valuable terms that you may have never considered before. This fresh insight helps you appear higher in search results and gives you a digital advantage over your competitors.

DEVELOPMENT & MAINTENANCE

Whether you're redesigning an existing website, or creating something from scratch, the approach to growing your business with Web Design Phoenix is simple: Get to market quickly, track key performance metrics, prioritize highest impact activities, and make continual improvements.

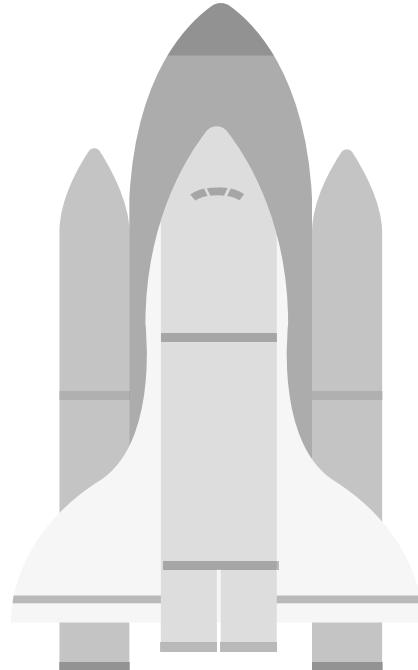
Handle whatever you can in-house, and outsource the rest to us. As you scale up, you have an entire agency of skills and resources at your fingertips.

1

Launchpad Website

Build a website that looks and performs better than what you have today, but is not considered a final product. Rather, your Launchpad Website is the foundation on which to build and optimize. Most launchpad sites go live within 30 - 60 days.

- Launch Quickly
- Narrow Focus
- Limit Risk
- Reserve Budget
- Assess Performance
- Continual Optimization



DEVELOPMENT & MAINTENANCE

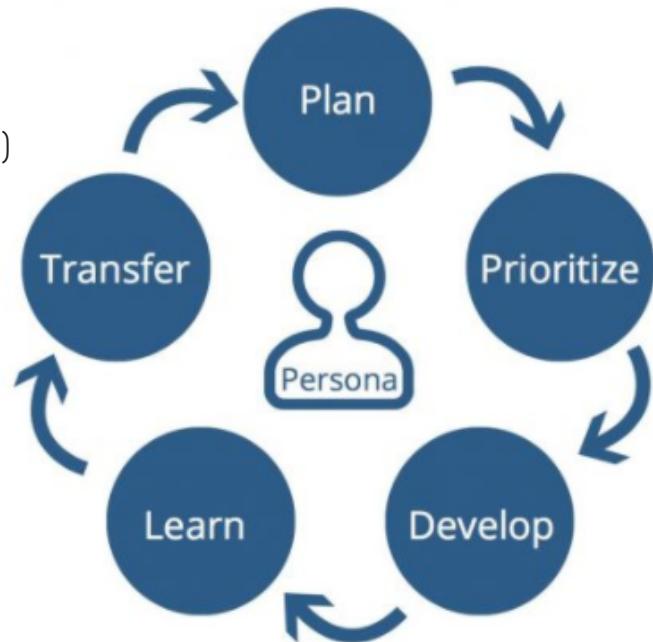
2 Continuous Improvement

With a solid foundation in place, we can assist you in executing your marketing and lead generation plans on a monthly basis. Continuous website improvements serve to keep your content accurate and relevant. Maybe you need to integrate your website with your CRM, or build out a blog to improve search engine results. Maybe you're chasing a big prospect and need some custom content.

Typically, we work in monthly design sprints, but programs can of course be customized.

Some Typical Monthly Wishlist Items:

- New website pages
- Writing blog articles
- Form creation
- Developing premium content (ebooks, white papers, etc)
- Integration with 3rd party softwares
- Infographic design
- Content writing, research & consulting
- Social graphic design
- SEO keyword research
- Social media integrations
- Email marketing activities
- Specific performance metrics reporting
- Lead conversion pathways
- Automated workflows
- Inbound marketing campaigns



DEVELOPMENT & MAINTENANCE

3 Stress-Free Basics

Leave the little details up to us. Okay, these aren't little details, but they should feel like it to you.

Hosting

Managed hosting services with the fastest load times available, complete daily backups, site cloning and staging resources for development. Server locations worldwide improve user experience wherever your users are.

Mobile Ready

More than 50% of website users are mobile. A mobile first approach to design optimization on screen sizes large and small.

Speed

Super fast load times for improved SEO and user experience. No configuring necessary.

Security

All Web Design Phoenix websites include Secure Socket Layer (SSL) encryption, and are backed up on a daily basis. Refresh in one click.

Domain Names

We'll consult with you about domain strategy - then buy or transfer your website domain name for you.

Support

You always have phone and email access to assistance.

OUR WORK

Your company's website can often be a potential customer's first exposure to your brand, so the way it looks and functions is extremely important. When you have a beautiful website that uses the latest technology and design techniques, you are setting yourself up for success.

Our client roster includes household names like Mercedes Benz, Airbus and Greenpeace to universities, manufacturing & distribution companies, medical groups, and small start-ups.

