

# THE SEVEN STEPS

TO BUILDING A MARKETING-FOCUSED WEBSITE

1.

## WE SHUT UP & LISTEN

CLEARLY UNDERSTAND THE CLIENT OFFERINGS, BENEFITS, AND GOALS.

2.

## WE PLAN FOR RESULTS

MAKE A PLAN TO COMMUNICATE THE OFFERINGS AND BENEFITS WHILE ACCOMPLISHING THE GOALS.

3.

## WE DIRECT TRAFFIC

DIRECT TRAFFIC TO THE MOST IMPORTANT PAGES OF THE WEBSITE WITH CLEAR CALL TO ACTIONS AND NAVIGATION.

4.

## WE USE EFFECTIVE COPY

CREATE MARKETING-FOCUSED CONTENT THAT SPEAKS TO THE TARGET DEMOGRAPHIC AND IS OPTIMIZED FOR SEARCH.

5.

## WE CONVERT 'EM

PROVIDE METHODS TO CONVERT VISITORS INTO LEADS, SALES, READERS, OR SUBSCRIBERS.

6.

## WE ROCK THE VISUALS

DESIGN A SITE THAT LOOKS GREAT AND INSTILLS CONFIDENCE WHILE ENSURING BRAND CONSISTENCY.

7.

## WE PREPARE FOR MARKETING

WE ENSURE THE SITE IS WELL PREPARED FOR MARKETING AND SPECIFICALLY OPTIMIZED FOR SEARCH.