

Why hire us for web site design or redesign?

While you may be able to download a template and create your own web site the important questions to ask yourself are:

Will the template...

User Interface

- commit to user-centered design principles?
- assist us with web site navigation and user interface?
- differentiate between the two distinct users of our site?
- understand the importance of the user experience?
- aide us with conversion rates?
- service us with web site updates?

Content

- review our content prior to creating a unique design?
- possess experience with writing web site content?
- help us effectively communicate our message?
- aide with handicap accessibility?
- support us with Search Engine Optimization?

Marketing

- discern which colors our target market finds visually pleasing?
- identify what our competitors are up to?
- clearly communicate our brand positioning statement?
- promote our products/services?

Management

- know how to solve our specific communication problem?
- manage our project from conception to completion?
- continuously communicate with us/provide updates?