Web Design Process

1. We start by asking you, the client, to search the Internet for websites you like, and to tell us what specific qualities and features you like about those websites. By doing this we get a good idea of what your website should look like.

2. During these rounds of investigation and website creation, we also come up with the final list of pages to be included in your new website. Having the right number of pages is one of the most crucial steps in the website creation process. By having fewer pages, you can save some money but you may also risk not getting your message communicated accurately and completely to your website visitors. On the other hand, there is no need to build a twenty page website when a twelve page site will do the job at a lower cost. We will help you determine the right number of pages for your business.

3. We then build a "mock-up" of your new website homepage for review and approval. This "mock-up" homepage is based on the information obtained above and our expertise. This, of course, may require minor changes to get it just right for you. After we make any necessary changes, and get final approval on the look and feel of the site, we start designing the internal pages with a thematically similar look and feel to the homepage.

4. We will ask you to provide the content for these pages. The reason behind this is that no one knows your business better than you do. What we have found useful during the content writing process is to imagine yourself in front of a prospective client or customer trying to convince them why they should pick you as the provider of a particular product and service. Your website is basically an extension of your sales force and it should convey to the visitor a condensed version of the benefits that your company provides so that they choose you over the competition. If you prefer, NetAlly can write the content on your behalf. To do this we ask you to provide us with key elements of your business that you want incorporated in the various pages of the site. This will add to your investment, but allows you to spend your time managing your business instead of writing content, which may not be one of your areas of expertise. You will have final review and approval on content before the website is finalized.

5. While you are working on your website content, we are busy researching the best keywords to focus on for each of your optimized website pages. Selecting the right keywords increases your chances of ranking in the organic search listings. We then provide you with this list of keywords by page, along with instruction on how to make the best use of these keywords as they are inserted in your website content written above. If you prefer that we insert these keywords in the content, we are happy to do it for a small fee.

6. Once all approved content is received, we place it in the various pages of the website, add any images you select and set up a live preview of your site and wait for your feedback and approval. If changes are needed we make those as quickly as we can and update the live preview.