

### A New Website is the Foundation of Effective Marketing

The internet has redefined the way businesses conduct themselves and your website is the gateway to these business opportunities. To that end a great business idea will take flight with the launch of a professionally designed website.

At Spectra Print we feel a verifiable online presence is

indispensable for every company - to lead its competition and to secure a dominant position in their industry. Communicating the business strategy through the website is equally as important as engaging your potential customers and partners in the online conversation.

### WEBSITE PRODUCTION PROCESS:

Here at Spectra Print the process of developing your new website need not be intimidating - we have a simple process that makes getting there easy.



#### STEP 1: DISCOVERY / GATHERING INFO

- **Client & Site owner Interviews:**

Nobody understands your business better than you do. At this stage we learn from you everything necessary to help you with your online presence and strategy.

- **Define objectives and Goals:**

What do you hope to achieve with your business? How will your online strategy effect reaching those goals?

- **Define and analyze the Competition:**

Once we understand your business, we research what others in your industry (including your direct competitors) are doing. We look at their efforts in online and offline mediums to promote and market their businesses.

#### STEP 2: SITE MAP / PLANNING

- **Feature Prioritization and Sitemap:**

What features are critical for the success of your website? What features will embellish your website and make it more engaging?

- **Features & Functionality Breakdown:**

What are the technical requirements of your company website

(e.g. information exchange, functionality, social media platforms)? Additionally, how will information be structured on the website (content management systems, database structure and management)?

#### STEP 3: VISUALIZE / FIRST DRAFT

- After all the requirements have been gathered and analyzed by our design team, they transform those ideas into visual and functional forms, creating the very first draft of the design.

- This gives our clients a clear idea of what the website will look like (in terms of structure) before the actual web development begins.

#### STEP 4: REVISIONS / FINAL ADJUSTMENTS / LAUNCHING THE SITE

After review by the client and the design team, the final design draft is compiled and is a result of successive revisions and improvements. The client gives the approval - that all the design specifications have been incorporated in the design and function, and then the site is programmed for launch.

**CONTACT OUR WEB PROFESSIONALS TODAY FOR A PROPOSAL!**

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