STEALTH CREATIVE *PRESENTS*

KEY COMPONENTS OF A PROFESSIONALLY BUILT WEBSITE

"WHY SHOULD I PAY $15K FOR A WEBSITE WHEN I CAN HIRE A FREELANCE WEB DESIGNER TO CREATE ONE FOR A FEW THOUSAND?"

A valid question. We get it all the time. After all, it only seems easier and easier to achieve that "legit" look we're all pursuing for our brands today with commercially available site-building tools and an overall savvier marketplace. Plus, everybody "knows somebody who can put together a site."
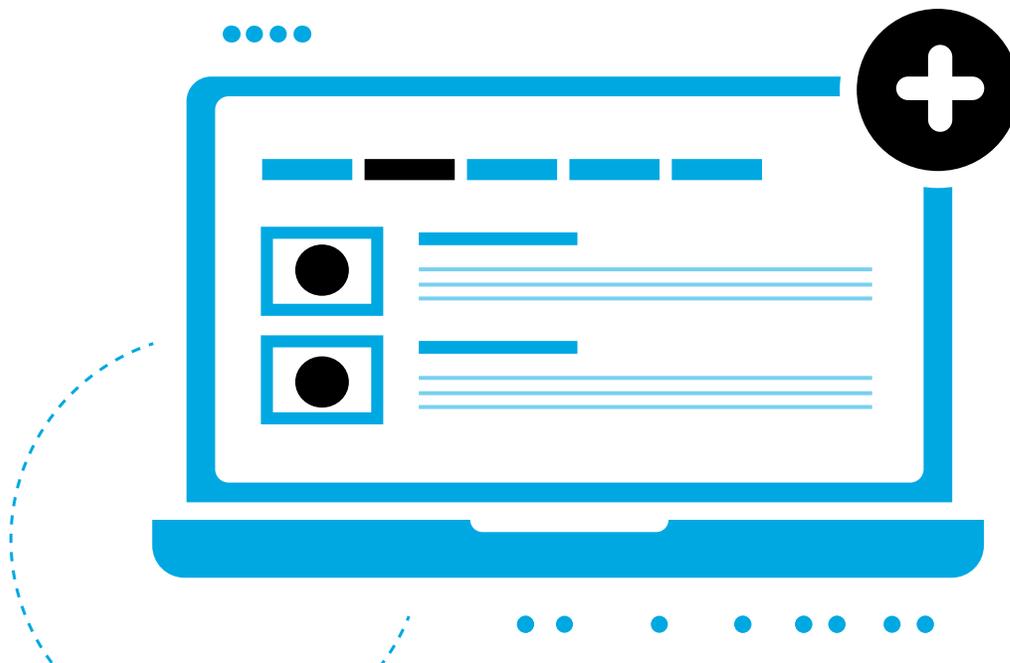
BUT IF YOUR WEBSITE TRULY IS YOUR BRAND – AND IT IS – GO TO THE AGENCY PROS.

Even the simplest website must be done right. Here are a few key attributes of a professionally designed, custom-built (or rebuilt) website to serve your brand's specific needs:

EXPERIENCE

Agency digital teams often have a combined decades worth of experience between their core members.

They are students of their industry and true artisans of their craft — having faced almost every possible challenge that arises when building and maintaining state-of-the-art websites for their clients.

You want delicious escargot? Go to France. You want American muscle? Go to Detroit. You want a robust, engaging and modern website? Go to the agency pros.

STRATEGY

No halfway-decent agency digital team would ever start building a site without sitting down with you, the client, to first gain an extensive understanding of your business and marketing needs.

A direct result of experience is knowing how to:

Listen to your needs and desires

Advise you and your team on the best course of action for your brand

Give you options to fit your budget and brand

Establish the most logical structure, effective messaging that supports your strategy, design concepts that fit within your brand and search engine optimization/search engine marketing efforts that help your business pop to the top in searches

FLEXIBILITY

Your site can be anything — you aren't limited to the knowledge and skill of one person, with whom you're trusting your precious life's work. You have a full team at your disposal, advising on the best way to communicate and optimize your brand's presence on the web. It's time to throw some ideas out there! The sky's the limit — just don't blow through your budget. (We care about your bottom line.)

TRUE BACKEND FRAMEWORK – NOT TEMPLATE-BASED

One aspect that plagues modern web design is the dependence on templates from platforms like WordPress and Wix. These are amazing and innovative tools indeed. But don't let the alluring "DIY" route pull you off course, just so you can save a little money.

After a little investigating, it becomes ever more obvious which sites are template-based and which are purpose-built. Guess which option will make you more legitimate – and differentiate you from your competitors?

FUNCTIONALITY & ONGOING MAINTENANCE

Because a professional website will be purpose-built, it won't be tied down by any functionality limitations that come with templated sites. And your agency team will be able to integrate whatever widgets and features you decide on.

Plus, they will know how to keep the site up and running, because they built it from scratch. And it will be cooler in every way, because it's yours.

SECURITY

It takes a village to make sure a website is running smoothly —
and securely. Don't trust a random third party to protect the
cornerstone of your brand. Definitely don't trust that nothing bad
will ever happen once your site is live. Building a robust and
secure foundation for a site is paramount in any agency project.
It's in your best interest to keep hackers and malicious bots away,
and your agency team serves as that first line of defense.
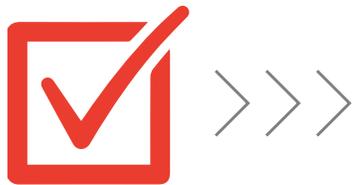
OPTIMIZATION

Access to a full agency digital team means access to the
knowledge that goes beyond coding in HTML and influencing
design with CSS and Javascript. Search engine optimization
(SEO) experts will help to ensure your site is found by those
looking for you.

DESIGN

The fun part! This is where creativity and functionality meet, where your branding elements take center stage to carry messaging and wow your visitors. Rely on an agency's professional and carefully chosen digital designers and art directors to bring the pages of your website to life, and you won't regret it.

BETTER OPTIONS FOR THE FUTURE

Web design teams don't just launch ships, hope that they float and shout: "Bon Voyage!" They come along for the journey, tightening bolts and stopping leaks before they become floods. Once they trust that everything is running smoothly, they remain your ally and are happy to keep in touch. After all, one of the key components of maintaining a website is making sure that everything is up to date — from plug-ins to design trends.

BOTTOM LINE »

A friend or freelancer might leave you with a decent site, and then leave you hanging – not on purpose of course, but because they're not a team of experts to support an ongoing engagement.

A digital agency will not only build your brand's cornerstone piece based on your needs, but they'll keep in step with maintenance and optimization as long as you need them —

always backed by strategy and professional experience.

Want to learn how you can take advantage of an agency's digital, design, writing and SEO expertise for your company?

DROP US A LINE TODAY FOR A FREE CONSULTATION.

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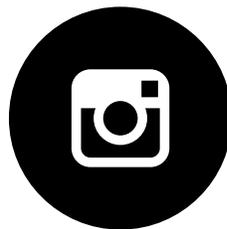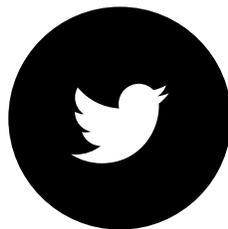
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