FRONTLINE WEBSITE DEVELOPMENT TECHNOLOGIES

Innovative Ideas.

Strategic Guidance.

Tactical Know-How.

Reaching Local Markets.

Optimizing Local Buyer Acquisition.

smartfinds
creative online marketing solutions

Improve Security, Stability, Flexibility & Search Engine Optimization

UNSHACKLE YOUR WEBSITE SYSTEM WITH FUTURE PLANNING

In today's world, a business must place the customer in the center of its attention. The new and constantly changing market environment forces business to continually be competitive.

The integration of web-based technologies has an important place in the process of reaching a company's objectives.

Website development has taken on a new role by using technologies allowing for user experience (UX), user interaction (UI), and good communications with the target market.

Combined with analytical methods like Conversion Rate Optimization (CRO), a business is able to keep using these technologies to continually improve on the website.

PROJECT STRUCTURE

START
Research

Strategy

Planning

DESIGN
Creative

Wireframes

Layout

Structure

CONTENT
Text Copy

Photos

Calls To Action

Features

Functionality

TECHNICAL
Domain Name
Services (DNS)

Security

Hosting

E-Mail

DIVERSIFY TECHNOLOGY
Separate the locks from the keys

DIVERSIFY TECHNOLOGY, REDUCE RISK, FUTURE PROOF

DOMAIN NAME

Leave Domain Name Services (DNS) with Network Solutions instead of hosting server

WEBSITE

Separate the marketing website from the e-commerce website

Allows for more flexibility for the marketing website

E-COMMERCE

This can be a separate service (BigCommerce or Shopify)

or

a sub-domain like shop.seeeyewear.com with Woocommerce

CONTENT DELIVERY NETWORK (CDN)

Recommend using a CDN to speed up the website delivery to visitors no matter where they are geographically

WEBSITE DEVELOPMENT

The importance of creative design

Creative Design

THE IMPORTANCE OF CREATIVE DESIGN

While User Experience (UX) and User Interface (UI) are very important to website design, web design trends in 2020 have to include elements such as:

- Micro-Animation
- Organic Shapes
- Color to Evoke Emotions
- Thumb Friendly
- Mobile Friendly
- Smart Video
- Clean, Eye-catching, Flat Design
- Artificial Intelligence (AI) (e.g. Chat Bots)

...the process of engaging website visitors continues to change. Businesses need to embrace these changes and move with the times to stay competitive and engage the website visitors to generate revenue.

WEBSITE DEVELOPMENT
Technologies

Technologies

THE IMPORTANCE OF WEBSITE TECHNOLOGIES

Learning and continually learning the ever-changing environment of website technologies requires businesses to have strategic partners.

The technologies have grown in scope and importance. Understanding the strategies and implementing them into a revenue generating tool is the primary focus for a strategic partner.

The process involves fresh ideas, modern innovations and new initiatives in website development.

 The 4A's of Technology:
Anticipating Change, Accepting Change, Adapting to Change, and Adopting to Change allows a strategic partner to be flexible in order to support your web presence.

Let us present the individual technologies, which come together to build a revenue generating tool for your business.

TECHNOLOGIES

What is it?
- 5G is the fifth generation of digital cellular technology networks. 4G is what is commonly used around the world currently, but many countries already have their eye on the next big wave of network upgrades.

Why is it better?
- Faster data speeds
- Reduced latency
- Fixes bandwidth issues

How will it impact future website performance?
- Websites with complex visuals will load faster
- Opens the door for use of 4K video, augmented reality, micro/macro animations
- Improved UX (User Experience) and UI (User Interface), especially when engaging on e-commerce websites

TECHNOLOGIES

WordPress
A content management system (CMS) based on PHP and MySQL. Simple and the most popular way to create your own website and blog. WordPress is supported at no charge with the latest technologies. The platform is flexible and easy to find help. Day-to-Day activities are easily completed by non-technical staff.

HTML5
The fifth and current major version of HTML. Integrated with audio and video support, HTML5 allows for browsers and mobile devices to experience as intended.

CSS3
The latest evolution of the Cascading Style Sheets language with new features like rounded corners, shadows, gradients, transitions, animations, new layouts options like multi-columns, flexible boxes or grid layouts. All of this continues to add to the visitor experience of the website.

TECHNOLOGIES

SQL

Stands for Structured Query Language. SQL is used to communicate with a database. The most popular version is MySQL 8.0 and is flexible, easy to use for programmers, high performance, an industry standard and secure.

PHP

PHP, the widely used programming language for the web, used to be called Personal Home Page. Free programming language with no licensing fees keeps the cost low and ideal for interacting with database like MySQL. The recent version of PHP7 stays on top of the current technologies and support is found worldwide.

JAVASCRIPT

Javascript (JS) is a scripting or programming language that allows you to implement complex activities on web pages. JS supports HTML and CSS to aid in the user experience on the web page. This is a separate tool from PHP. The two programming languages together are quite powerful for today's technologies.

TECHNOLOGIES

RWD

Responsive Web Design (RWD) is about using HTML and CSS to automatically resize, hide, shrink, or enlarge a website page in order to display the content across all device types (desktops, tablets, and phones). Depending upon the device type, the website automatically switches to accommodate for resolution, image size and scripting abilities. Mobile devices are a key target with RWD development.

AMP

Accelerated Mobile Pages (AMP) was introduced by Google in October of 2015. AMP was created to speed up the loading time of web pages on mobile devices. Popular search engines, social platforms, content management systems, and eCommercewebsites support AMP, like Bing, LinkedIn, Pinterest, WordPress, eBay, Google also gives AMP pages preferential treatment in its search rankings.

Technologies

WEBSITE PERFORMANCE TECHNOLOGIES

These new technologies are introducing new ways of keeping the user engaged and entertained on websites:

- Voice Search
  Does your site answer the right user questions?

- Accessibility Design
  Considering text size, color choice, & images to support impaired visitors

- ChatBots / AI (Artificial Intelligence)
  Providing 24 hour support, while reducing the load on your customer service team

- Machine Learning (ML) complements AI
  Analyze and adjust website content to visitor behavior

TECHNOLOGIES

Emerging Technology is constantly changing. There is no end point.

Businesses need to employ multiple strategies to keep in step with the changing technologies.

Be receptive to new knowledge.

WEBSITE DEVELOPMENT

Marketing communication preparations

Website Marketing Preparations

WEBSITE MARKETABILITY, SEO, AND MORE

Website marketing is different from web marketing. Marketing your website requires an entirely differently discipline that includes the following elements:

- Website health and performance
- Internal Keyword Linking Strategy
- Categories and Tags
- Ongoing blog writing and postings (minimum once per week)
- Google Search Console recommendations
- Building the depth, width and density of the website
- Adjusting to ongoing changes in the industry and technologies

Website marketing strategies are self contained within the website. These strategies focus on aiding in the process of driving website visitors (both organically and socially) and insuring the visitor's experiences meet business objectives.

12-Month Project Timeline of Activities (Sample)

	Activity	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Research	Website Analysis	X	X							X			X
	Conversion Rate Optimization						X		X		X		X
	Keyword Research	X	X							X			X
	Competitor Analysis		X							X			X
Website Development	Creative Strategy and Objective	X	X	X									
	Website Structure Development		X										
	Wire Frames, Layout, Templates		X	X									
	Web Page Content		X	X									
	Website Assembly, CMS, Databases and Programming			X	X								
	Programming website for features and functionality				X								
	Draft Presentation and Testing					X							
	Launch					X	X						
	Support						X	X	X	X	X	X	X
	Maintenance						X	X	X	X	X	X	X
Technical Marketing	Technical Marketing					X							
	Per Page Optimization					X	X						
	Internal Keyword Linking						X	X	X	X	X	X	X
	Keyword Landing Pages					X	X	X	X	X	X	X	X
Analysis	Google Analytics						X	X	X	X	X	X	
	Google Webmaster Tools						X	X	X	X	X	X	X
	Website Metrics						X	X	X	X	X	X	X
	Various Other Analytics						X	X	X	X	X	X	X

Sample

WEBSITE DEVELOPMENT
Budget

Budget

A BUDGET BASED ON TEAMS

Teams
- Creative Development
- Technical Development & Assembly
- Marketing Preparations
- Ongoing Web Presence and Marketing Communications

Budget
- Anticipate budgeting $5,500 - $7,500/month for for 36 months
- Website Launch in 6 months

Considerations
- Is website hosting included in this budget?
- Are on-website marketing activities included?
- Are future changes to the website included?
- % Commission of future revenues can offset marketing communications
- Are marketing activities and Advertising Media buying included?
- Are Creative Development after the website is launched included?
- Are video production and editing included?
- Additional details to be discussed

YOUR STRATEGIC PARTNER.

SmartFinds Marketing

Today's web has powerful new tools for engaging customers, making it a game changer for businesses.

Leveraging our 25 years of experience in Digital Marketing, we can put those powerful new tools to work for you, providing an important edge in creating successful online customer relationships.

SmartFinds manages our client's entire web presence to become their digital marketing department. This insures a consistent strategy across all marketing and technical channels.

Michigan 50
Company to Watch!

A UNIQUE AWARD ONLY GIVEN ONCE TO A COMPANY AT THE STATE LEVEL.

Broad Client Experiences

MARKETING SERVICE GROUPS

STRATEGY SUPPORT	DEVELOPMENT	WEB MARKETING	WEB ADVERTISING	GEOGRAPHIC MARKETING	ANALYSIS
Research & Planning	Technical Marketing & Creative Development	Content Marketing, Inbound Marketing & Social Media	AdWords, Search Ads, Mobile, Display & Video Ads	Local Business Listing Management, Ratings & Reviews Syndication	Measurement, Reporting, ROI & Tailored Analysis

REACH SUCCESS TOGETHER

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