



## **Five Steps to an Effective Website**

*by Ralph Richardson - CEO, Maven Concepts LLC*

Is your company looking for a high-end custom website that visually communicates your brand image, clearly defines your product or service and helps you achieve the best possible search engine rankings?

Building an effective website is much like building a house. It requires a clear understanding of the desired result, a good set of plans, the best building materials, a well organized project manager and experienced construction team.

When followed, these five steps allow us to effectively manage each project, remove trial and error and consistently deliver satisfactory results for our clients.

**Step One** - Understanding Your Business & Your Brand

**Step Two** - Project Plan & Content

**Step Three** - Design & Layout

**Step Four** - Front-end Development

**Step Five** - CMS Integration & Custom Programming

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### **Step One - Understanding Your Business & Your Brand**

The first step toward helping you create an effective website is to sit down with the CEO and/or Marketing Director and get a sound understanding of your company, its products or services and most importantly - your Brand.

During these discussions we will also ask you questions about the goals and objectives for the website and determine what additional steps (i.e. - marketing strategy) are require to help you reach your desired goals.



### **Step Two – Project Plan & Content.**

In step two we first work very closely with you to develop a project plan and sitemap for your website. This allows us to organize the flow of website and begin to determine what written and visual content needs to be resourced for your project.

Words matter. That's why our expert Wordsmiths work closely with you to craft (or refine) the written content for your website. It's often important to draft your written content first as how much (or how little) you say will have a considerable impact on the design & layout approach. For example, pages with lots of written content may need more simplistic layouts to make room for the information. Alternatively, pages with little content may make use of graphics, videos or animations to fill the space.

World renowned chefs will tell you that the key to a phenomenal meal starts with quality ingredients. The same principle applies to creating an outstanding website for your business. Maven Concepts and our strategic partners can help your company to compile high quality photos, images, illustrations, 3D renderings, story-boards, video footage that help your website effectively communicate your brand image and message.



### **Step Three - Design & Layout**

The design of an outstanding website involves a well rounded understanding of brand strategy, usability design and technology. Our Creative Director and Graphic Designers are experienced in blending all of these elements together so that your website reflects your brand image, is easy to navigate and functions well programmatically.



### **Step Four – Front-end Development**

Our Front-end Developers take the layered Photoshop designs provided our creative team and slice them into clickable web-page templates using industry standard (W3C) xHTML and CSS markup. AJAX and Adobe Flash animations are also added to the site strategically to provide your website with those extra special touches that enhance the visitor's experience.



### **Step Five – CMS Integration & Custom Programming**

Our programming team will take possession of the sliced templates and promptly merge them into *mavenCMS*, our pre-built content management system. *mavenCMS* is designed to have a low learning curve and comes standard with modules that let you to manage your content pages, news, events, photo galleries, videos, users and more.

Our programming team can also develop custom modules for *mavenCMS* or program completely new web-based applications specific to your business.