efferent
media

WEB DEVELOPMENT

EXECUTIVE
SUMMARY

Since opening in 2011, Efferent Media has developed a wide range of digital experiences that took each business to its next level of success. In that time, we've refined our process through Agile development, creating small, testable prototypes to help us learn and ensure the new design matches the client's goals and aesthetic. At Efferent Media, we are continually working to improve quality, implement the best, safest, most reliable code developments, and over-deliver to our clients.

The first step to a great website design is to create concepts that fulfill the user's needs so they convert from prospect to customer to fan. The design must be clear, attractive and easy for new visitors to navigate. To accomplish this, our expert team guides you through a process that creates a clear vision of the result you want before we start exploring the UX (user experience). Because each digital project is unique, we never use cookie-cutter designs. Instead, we create flexible, custom solutions that deliver success.

More importantly, you want a website that converts prospects into customers. Our website designs are created to be both visually appealing and to deliver an exceptional user experience that answers your potential customers' questions and entices them to complete the goals set for them and become paying clients.

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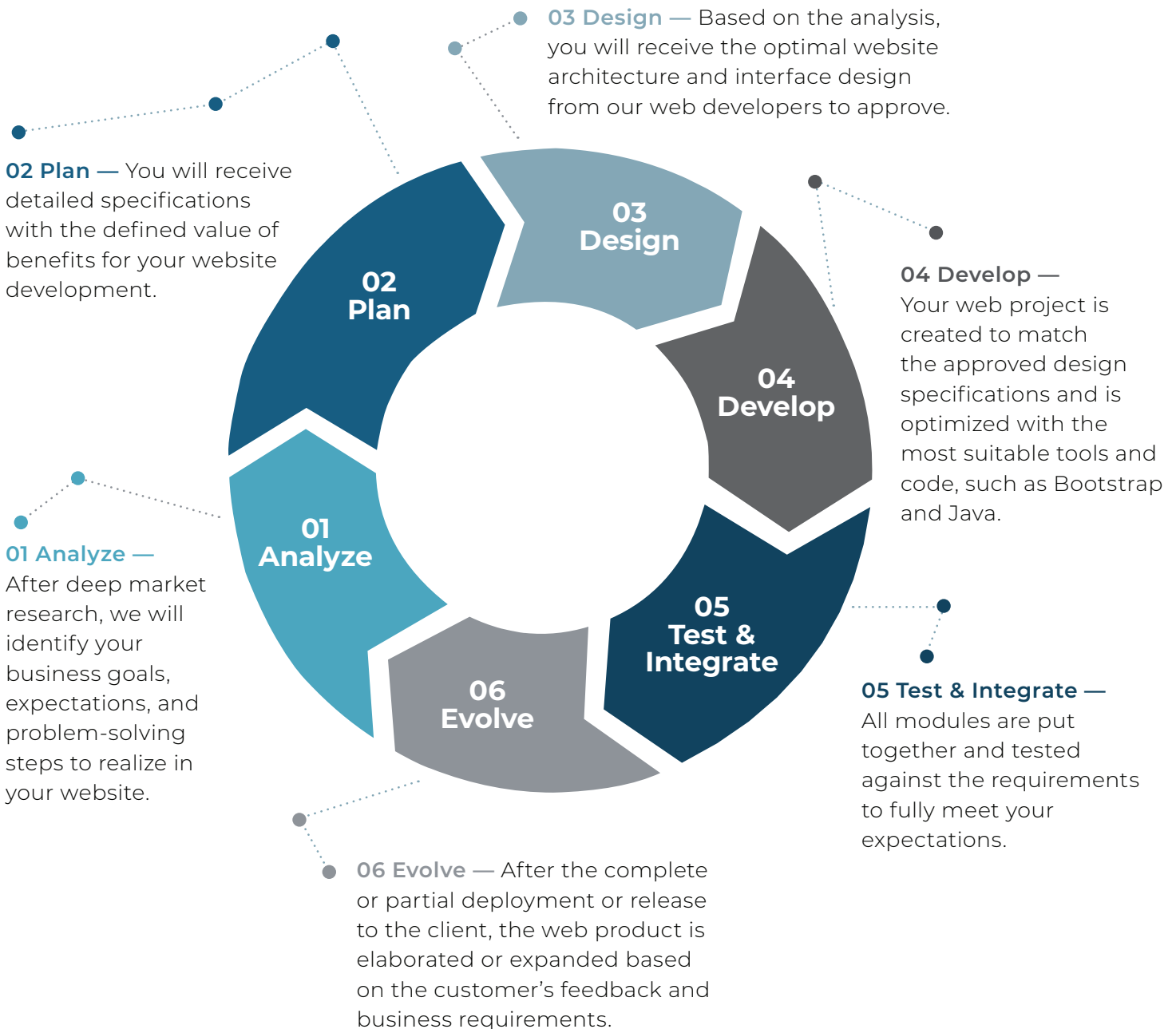## USER EXPERIENCE (UX) & **USER INTERFACE (UI)**

Keep the face of your business fresh and reflect your brand identity to the world through authentic visual representation. Increase users' engagement and loyalty with the custom UX/UI design that attracts people and holds their attention.

Well-crafted design provides the experience users anticipate from the project and pushes the conversions business owners require.

The Agile method facilitates the process of creating a great product. After a consultation to determine your goals, needs, and preferences for your new website, Efferent Media's creative team will create a mock-up. Our development process is based on Scrum methodology, which divides the process into sprints to ensure the most efficient outcome. Regular reports will keep you up to date on the progress.

03 Design — Based on the analysis, you will receive the optimal website architecture and interface design from our web developers to approve.

02 Plan — You will receive detailed specifications with the defined value of benefits for your website development.

04 Develop — Your web project is created to match the approved design specifications and is optimized with the most suitable tools and code, such as Bootstrap and Java.

01 Analyze — After deep market research, we will identify your business goals, expectations, and problem-solving steps to realize in your website.

05 Test & Integrate — All modules are put together and tested against the requirements to fully meet your expectations.

06 Evolve — After the complete or partial deployment or release to the client, the web product is elaborated or expanded based on the customer's feedback and business requirements.

03 Design

02 Plan

04 Develop

01 Analyze

05 Test & Integrate

06 Evolve

THE IMPORTANCE OF **MOBILE FRIENDLY WEBSITES**

Based on a recent study from CIOReview, as much as 75% of web traffic happens on a mobile device. According to a study released by Google in 2019, 80% of smartphone users are more likely to purchase or use services from companies with mobile sites or apps that help them easily answer their questions.

In recent years, Google has been pushing more and more to ensure all websites are mobile friendly. This makes sense as mobile searches have consistently been on the rise since 2009 and finally surpassed desktop searches in 2018.

In April of 2015, Google announced that websites with a mobile version would be rewarded in the search results pages and that websites would be penalized if they were not mobile friendly.

In March of 2018, Google officially announced that mobile-first indexing, which means that they will be indexing websites based on their mobile version, not their desktop version, as was done in the past. This update has come at a time when mobile searches are becoming the majority and desktop searches are becoming the minority.

Because these factors are so far reaching, every website Efferent Media creates is made with the "mobile-first design" approach. No matter the size of your project, we use this same approach to ensure the best results.

WHAT DOES **"MOBILE FRIENDLY" EVEN MEAN?**

The cost and benefit of mobile friendly sites are apparent, but what does it really mean to be "mobile friendly"? According to Google, it means that your site:

▷ Does not use software not commonly found on phones (a.k.a. Flash),

▷ Uses text that can be read without having to zoom in.

▷ Auto adjusts website content so users don't have to rotate their screen or zoom.

▷ Places links an adequate distance apart so it is easy to click on the correct one.

TECHNOLOGY STACK

Our technology stack corresponds with the latest trends in web development.

ActiveCampaign ≫	ANGULAR	Basecamp	Bootstrap
CSS3	(Cucumber)	docker	git
HTML5	Java	JS	laravel
MariaDB	MySQL	php	PHPUnit
PostgreSQL	React	RAILS	Symfony
twilio	Vue	WordPress	zapier

From a rebrand. to redesigning an existing product or service, or market research and analysis, strategy alignment, or any combination in-between, Efferent Media is here to customize a solution for you.

Your design will not only be aligned with your goals, but users will be able to readily find the information they need. Our design professionals will create:

USER PERSONA

USER FLOWS

WIREFRAMES

STYLE GUIDES

HIGH FIDELITY

DESIGN MOCKUPS

RAPID PROTOTYPES

Every website that Efferent Media designs goes through an 88-point checklist before it goes live to ensure that the website loads quickly on both mobile and desktop devices, all redirects are in place, the code is clean, and friendly to search engines. We also make sure that any old pages with outdated web addresses will now appear as the new page.

FOR EXAMPLE:

http://www.somewebsite.com/about-us.html

NOW BECOMES:

www.somewebsite.com/about-us

Doing this guarantees no disruption to your Google search result pages.

When your new website design goes live you may notice a temporary shift in your rankings. Typically for low competitive keywords, you'll see a rather quick increase in your "Search Engine Results Page" (SERP) position. New launches typically stabilize within 3-4 weeks as all efforts made during production are now taking effect. Remember though, any new position you achieve was taken away from someone else. This is their signal to update and change their site, and so begins the SEO process.

Please note, unless otherwise discussed, we will not perform Search Engine Optimization services after launch. Review our SEO Statement of Service document to see how Efferent Media can maximize the return on your new website with our monthly Search Engine Optimization services.