



SPECTRUM

MARKETING GROUP



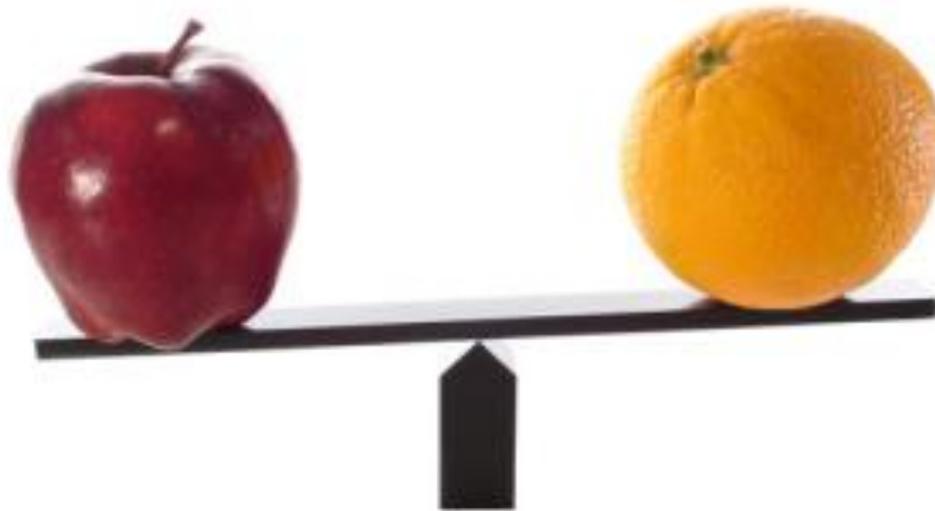


Who we are...

Spectrum Marketing Group is a multimedia marketing and consulting agency. We specialize in website design and internet marketing.



Is it time for a change?



Benchmark

Benchmark your current metrics, unique visitors monthly average, bounce rate, time on site, top performing keywords, number of leads, sales, etc.



Set goals

What is the goal of a re-design? Is it to have an updated modern look, to increase traffic, increase conversions, increase time on site, etc?

Quick Tips...



Domains

We highly recommend purchasing your own domain in your own account to avoid future hassles.



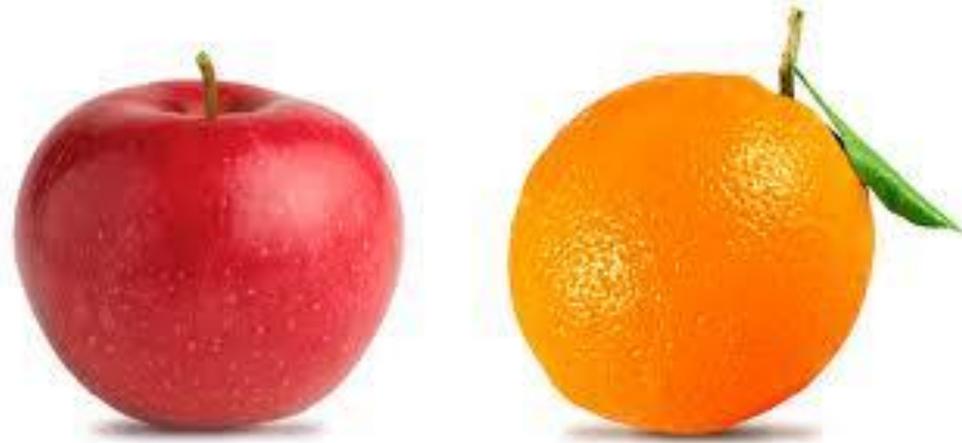
Content Management Systems

Consider having your website built with a content management system. This allows you to easily make updates and changes to the website.



Responsive Design

Responsive design is the process of developing a website to automatically format to every possible screen size.



Not all websites are created equal

If you are going to work with a developer, don't make decisions solely off of price. Know the goals for your website before you make a decision.

The Web Design Process

Phase 1



Pre-design phase

Before the actual design and development takes place, there are lots of things to think about.



Target market

If you haven't done so already, now is a good time to clearly identify and articulate who your target market is.



Investigate

Take a look at your top three to five competitors. Take note of elements you like and dislike, etc.



Branding Guidelines

Now is the time to review your branding guidelines. Review color palettes, fonts, style, imagery etc.



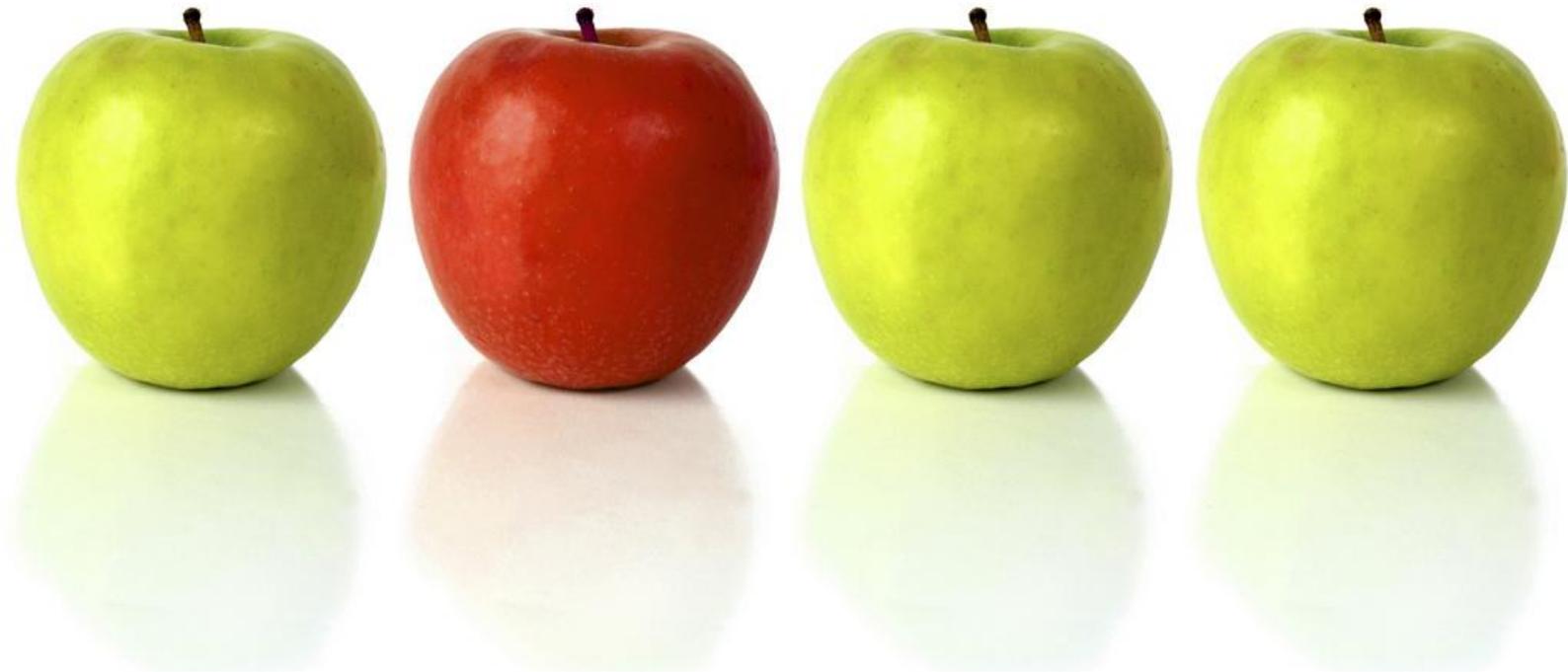
Branding

Branding goes beyond your logo and color palette. It represents solution(s) current and prospective customers are seeking.



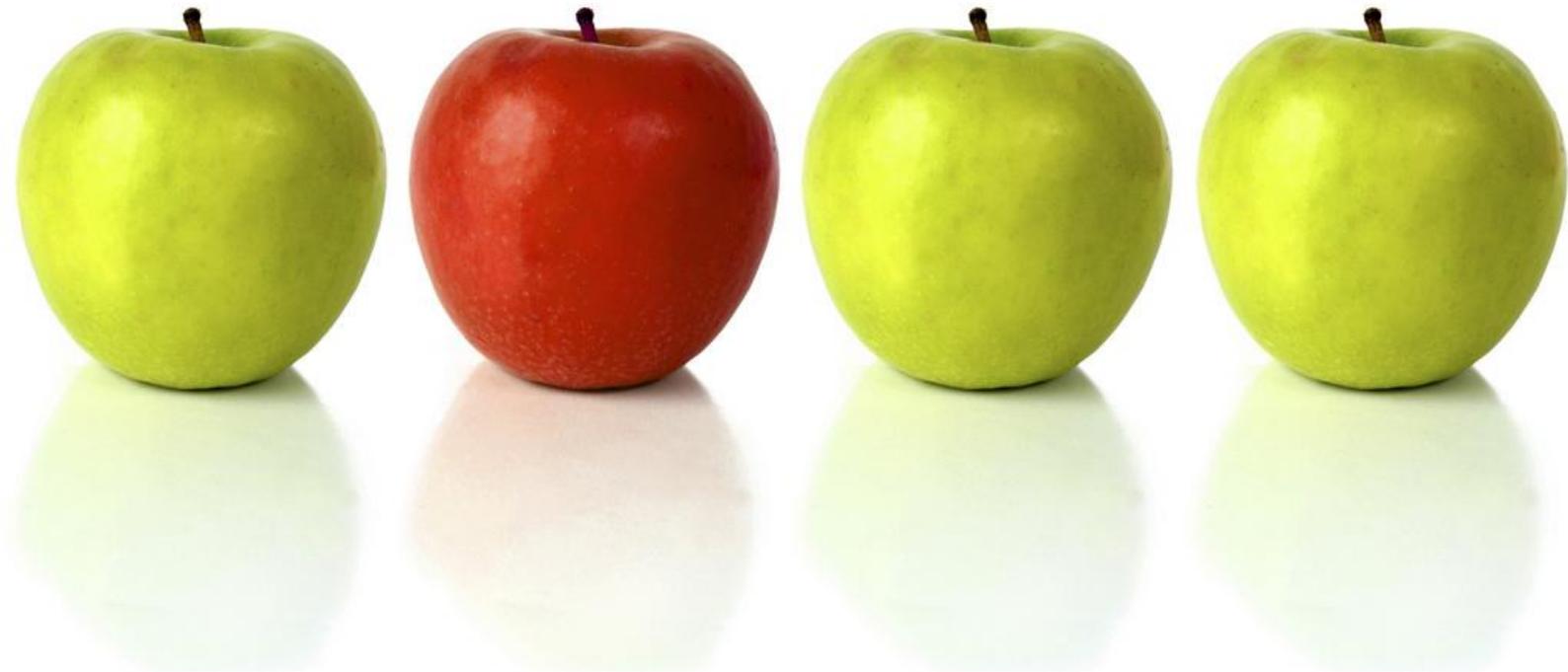
Branding

It constantly communicates a message about what you promise to do for your clients and target market.



Differentiation

Differentiation is one of the expected outcomes of good branding.



Differentiation

Differentiation requires competitive contrast. It answers the question – **How are you different?**



Positioning

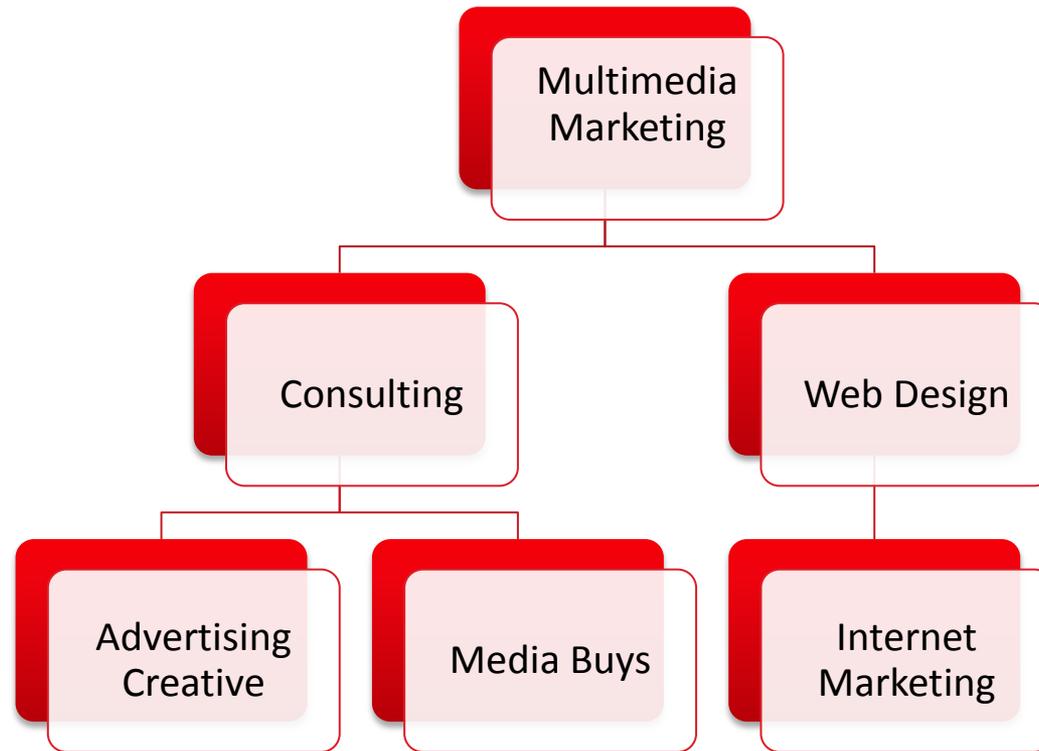
Positioning is the most tangible aspect of differentiation. Are you the oldest, the best, the largest, the cheapest?

The logo features a stylized grey elevator car with a white upward-pointing arrow on top and a red square containing a grey person icon inside the car. To the right of the icon, the word "ELEVATOR" is written in large, bold, black capital letters, and the word "PITCH" is written below it in large, bold, red capital letters.

ELEVATOR PITCH

What do you do?

A quick glance of your homepage should be able to quickly sum up the important questions, who are you and what do you do?



Develop a sitemap

Layout the pages you will need on your site and begin to think about their hierarchy.



Key Words

Once you have identified your core services and products, you should research the keywords used to find them. Try to incorporate these into your permalink structure, copy, images and more.



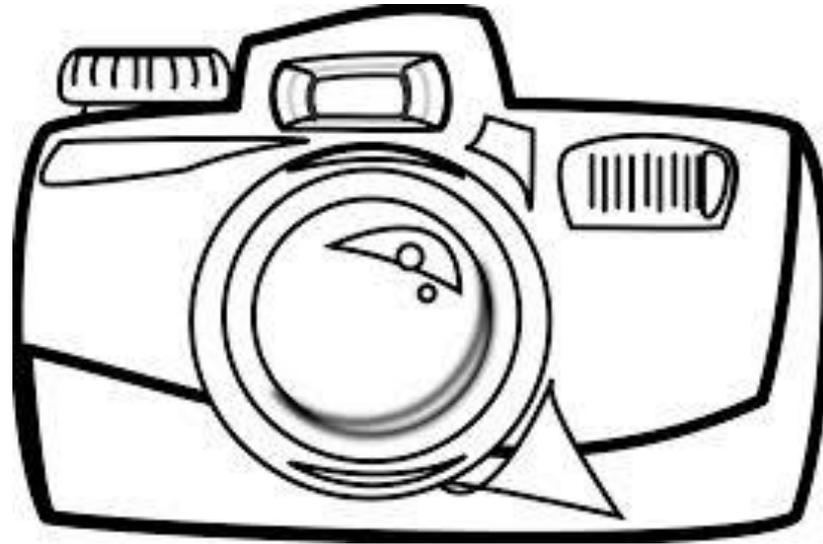
Words

Once you have identified your core services and products, it is time to write about them. Providing copy can often be the biggest stumbling block for clients.



Map our URLs/redirects

If your site content is changing, or you are changing your URLs for SEO purposes, you should map our your current URLs and new ones in a spreadsheet to make sure they are redirected properly.



Pictures

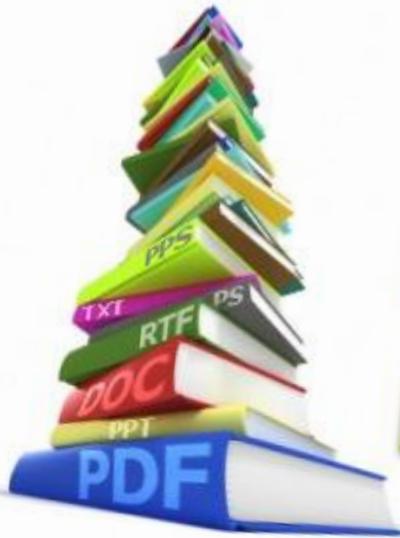
You will need to gather most of the images, graphics, charts, illustrations etc. that you will want to use on your website.



Calls to action

On your core products or services page you need to add calls to action. Determine these lead capture tools before you design.





EBOOK

Free Downloads

newsletter



click here

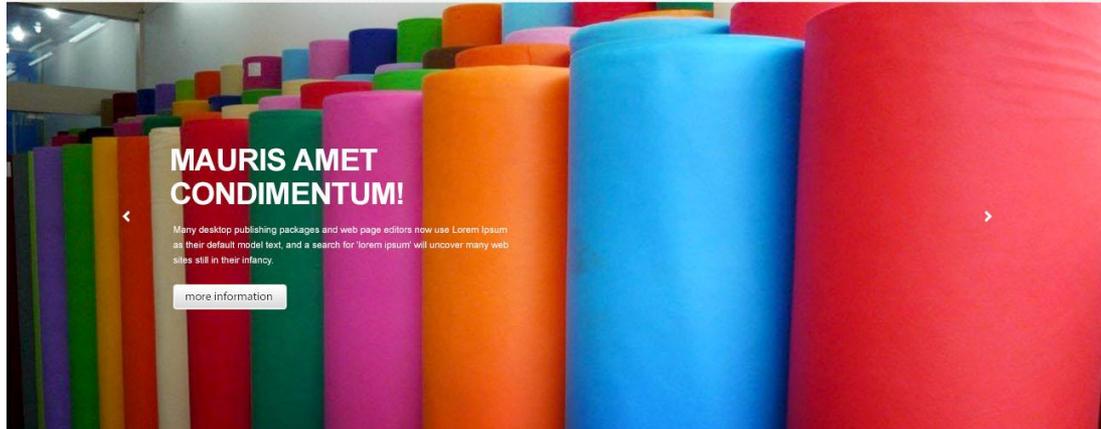


Phase 2



Design phase

Once all those elements have been established, then comes the design phase. At this point your developer or designer is basically creating an image of what the homepage and inner pages will look like.



MAURIS AMET CONDIMENTUM!

Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy.

[more information](#)

LOREM IPSUM DOLOR SIT

Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy.

[more information](#)

WELCOME TO **BOLGER & O' HEARN, INC.**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISICING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

[Read More >](#)

NEWS & EVENTS

5th / June / 2014

Integer mauris. Cras iaculis viverra dolor. Nulla suscipit. Proin eu sapien ac sem fermentum sollicitudin.

26th / May / 2014

Integer mauris. Cras iaculis viverra dolor. Nulla suscipit. Proin eu sapien ac sem fermentum sollicitudin.

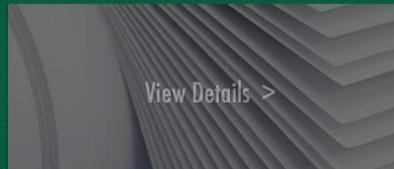
[More news >](#)

WHAT WE OFFER



NON WOVEN

Lorem Ipsum is simply dummy text of the printing and typesetting industry.



[View Details >](#)

PAPERS

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

APPROVED

Phase 3



Development phase

Once the design has been approved its time to turn that image into an actual functioning website. This is where all of the coding will take place.



Having second thoughts?

Depending on your arrangement, significant changes during this time could cost you extra money, and delay the launch date of your site.



Finalize content

Finalize all web content both written and visual. Review for spelling and grammar mistakes.

Phase 4



Optimize

Make sure your new site is multi browser compatible. Check for broken links (404's). Set up and add sitemap.xml and robots.txt files.



Redirect

Make sure to redirect all old content to the appropriate pages.



Shareability

Make sure users can easily subscribe to content (blog, email). Be sure they can easily share content on social media sites.



Key Words

Are you making clear and meaningful use of your keywords? Check keyword density, alt text images, etc.



Navigation

Is your content hierarchy clear and intuitive? Is the site structure user friendly?



Mobile

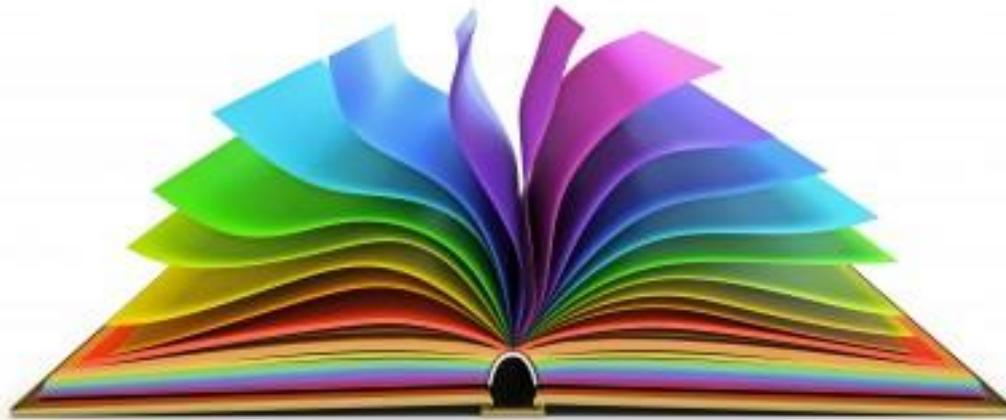
Is your site optimized for mobile viewing? Be sure to run tests on mobile devices.

Phase 5



Launch

Once you have designed and developed your new website it is time for launch.



Publish

The big day is here! Its time to publish your new website to your domain.



Webmaster tools

Your website should be verified in Google and Bing webmaster tools.



Submit a sitemap

You should submit an xml sitemap to your webmaster tools accounts. Also submit your url to the major search engines to be indexed.



Install analytics

Install Google analytics or your analytics program of choice.



Update directories

If you have had any change in your domain names then be sure to update all of your online directory and social media accounts.



Claim authorship

If you would like to be credited for the content on your site, you need to create your author profiles and link them with your content management system.

Phase 6



Promote

Just launching a well thought out and designed website does not guarantee you success. You need to drive traffic to your website for it to be successful.



Traditional

If you are using any traditional advertising, use it to announce your new website and why your prospects should visit it.



Email/social media blast

Send out an email blast and announce your new website on your social media accounts.



SEM

Search engine marketing or pay per click advertising is a quick and easy way to get to the top of search engine result pages.



SEO

Search engine optimization is a great long term strategy to rank organically on search engine result pages.



Content marketing

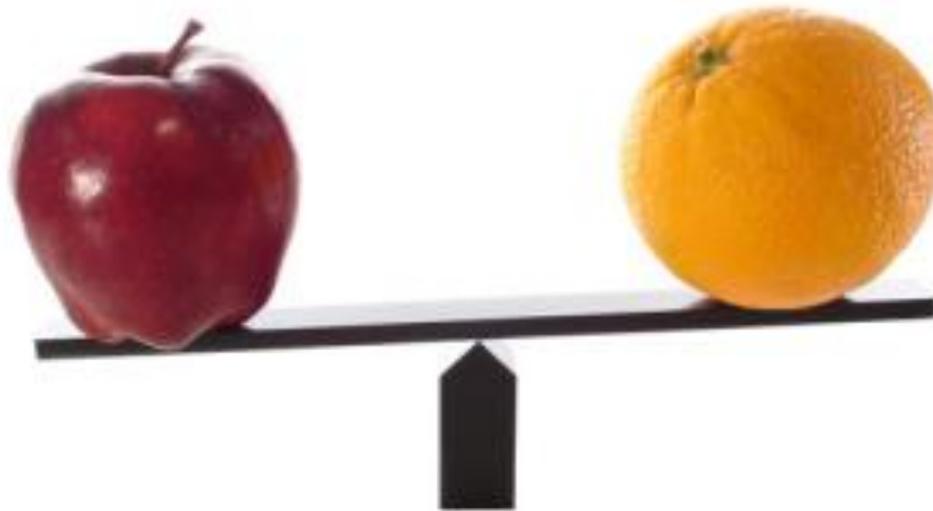
Content marketing is a great addition to your search engine marketing efforts.

Phase 7



Analyze

After a week has passed check the following. How many pages have been indexed. Confirm robots.txt are set up properly. Resubmit your sitemap to webmaster tools. Make sure analytics working properly.



Benchmark

Now 1, 3, and 6 months out compare your analytics to the benchmarked data you set before you began this process. How are you doing? Have you met your goals?