

SERVICE BRIEF

Web Design & Development

There's no better way to dynamically represent your organization than with a functional, content-rich website.

Make an Impression

Whether your current site needs a face-lift or you need a fully-branded solution for your organization, our web design team can provide the solutions you need based on your goals. Combining sleek design, intuitive navigation, custom development, and managed support, you can be sure that your website will make a powerful impression on your audience.

Build your Brand

The web is a powerful marketing tool. A successful, engaging online presence will boost sales and keep visitors coming back. You will build trust with potential customers and get your brand 'out there.'

Directive provides website design around your existing brand, or can help develop a new brand for your organization. Working alone or with your marketing company, Directive will ensure you meet your goals. Our design team creates custom graphics, logos, multimedia and flash content, as well as the composition of text content. We develop web-based applications that enhance your user experience, generate leads, and achieve your online goals.

Custom Design

Your web presence should be unique and represent your organization to the fullest extent. That's why every Powered-by-Directive website is custom tailored for the client; no two designs are the same. The graphics we create during the process can be supplied to you at your request in PSD/AI format for use with any other marketing medium.

We proudly stand by a **Write it 'til it's Right** policy. If you don't absolutely love the prototype design of your site, we urge you to kick it back to us with your feedback. We'll tweak it, or even

start from scratch until you absolutely love everything about your new design, at no additional charge.

Integrated Functionality

Looking good is only half the battle. Make your website serve your organization and meet your goals by integrating any number of tools, such as blogs, podcasts, videos, virtual tours, photo galleries, social network integrations, event calendars, mailing list generation, members-only content, and more. Virtually anything is possible.

Backend Solutions and Content Management Systems

Today, websites are much more than static online brochures. Equip your site with a Content Management System (CMS) and give you and your staff the ability to easily provide updates to your site. Sell products and services with an ecommerce system. Generate leads and expand your client-base. Your new website could revolutionize the way your organization operates.

Directive's IT Services are also at your full disposal for integration with your existing line of business applications.

Managed Website Services

With Directive's proactive philosophies, you can rest easy knowing your website is secure. We actively keep track of software updates and make sure your site is tightly secured. Combined with our fast, reliable hosting, where your site is backed up nightly, you can rest easy knowing your investment is safe with minimal downtime. We regularly comb through our hosted sites and check for browser incompatibilities, display issues, and security errors; which are all fixed immediately if discovered.

DESIGN

- Custom-built for your organization; always original, always unique.
- Images optimized for fast download even on slow internet connections.
- Clean, efficient HTML and CSS based on Internet standards for maximum browser compatibility..
- User-friendly navigation.
- Logo and graphic design
- Write-It-Until-It's-Right Policy; it's your site, it won't be launched until you love the design. We will continue to rework the design until you love it, for no extra charge.

UNDER THE HOOD

- Content Management Systems allow you and your staff to make quick and simple content updates, upload images, and more, saving update costs.
- Secure ecommerce lets the website sell your products and services for you.
- Powerful Blogging applications can connect you and your organization with customers.
- Social Networking Solutions generate buzz and turn your site into a community, allowing visitors to sign up and create profiles and interact with each other.
- Podcasts, Video, RSS Feeds, forums, lead capturing and more!

The Proven Process

We feel our design process is unique as that it allows many liberties to our clients that other design firms cannot (or will not) offer.

- **The Initial Meeting** - Sit down with us and tell us your goals for the project. Together, we'll forge a basic plan, combining your ideas with our experience. We'll discuss solutions, as well as research your industry to find out what works and what does not.
- **Prototype Stage** - We'll submit our general design of the site to you. If you love it, that's great! If not, send it back and we will redesign the prototype until you absolutely love it. We call it our Write-it-Until-it's-Right Policy. This is your site, it should meet all of your expectations.
- **Development Stage** - Once the design is approved, we begin to develop the site. From integrating the Content Management System to developing any custom features, we obsessively test and ensure the site exceeds our high quality standards. Before the launch, we hand you the keys and let you test drive everything even during production.
- **Site Launch** - Once the site is completely finished, with your approval, we launch the site, making it live to the public. We submit it to the Search Engines, and test everything one more time. When applicable, we document and write tutorials for you and your organization for updating the site.

After the Launch

After your site has launched, we provide you with custom documentation for utilizing your Content Management System and any other back end features. If needed, we offer training sessions with your staff. We continue to look after your site on our hosting, ensuring that it's compatible with web browser updates and the like.

- If you need us to make content updates, it's as simple as an e-mail or phone call. We always ensure that our clients' sites are hosted on fast, secure servers with plenty of bandwidth to spare, so uptime is promised.
- We offer Search Engine Optimization to help your site raise the ranks on popular search engines, such as Google, Yahoo, and Live. Increased traffic means an increased return on investment for your website, and we'll gladly consult with you and your marketing team to help spread your brand.
- Graphics, Logos, and custom artwork can be archived to DVD by request, giving you everything you need for newsletter headers, business cards, brochures, and more. When it's all said and done, **you own it forever.**
- Most importantly, you'll be a part of the growing Directive family, and we only hope your organization grows and benefits from the relationship.

