The Value of Content Before Website Design

I'm a strong believer in preparing website content before initiating graphic design and this applies to both websites and blogs. Some will argue with me, but I'll fight this battle and dig in because I know content before website design is the right approach. I believe: Strong website design extends past colors, fonts, and layout boxes. Strong design focuses on the user. Website design should be crafted around the user, their needs, and the desired outcome of a website visit. It should be …

The Trials and Tribulations of Hiring a Website Developer

I originally posted this article back in 2016 and I pulled it to dust it off today because I am currently working with two SEO clients who have hot messes of websites. These companies have tried multiple website developers and SEO agencies, only to be left with hacked up websites with no website traffic, conversions, or ROI. It's buyer beware and sometimes I feel like digital marketing is the wild west of technology. Your website is an important part of your business. If 2020 taught us …

What is a Website Builder?

Whether you're just starting a business or want to move your existing brick and mortar business online, you'll need to locate a website builder to get you and your brand online. Website builders come with a variety of options, so it is important to find one that fits you and your website. So what is a website builder exactly? A website builder is software that allows you to create a website online. The software will reside on a web server at a hosting company or be part of a hosted SaaS …

Buying a Website is Like Buying a Car, But Worse

You walk into a car dealership with high hopes of purchasing a new vehicle. The dealership you picked is an amazing store that comes highly recommended and sells everything from economical Ford and GM cars, trucks, and minivans to luxury brands like Jaguar, Infiniti, and Ferrari. Everything under one roof! What could be better? As you walk through the door, you approach the salesperson and ask him or her to provide you a quick quote on a new vehicle. It's a realistic request right? No not …

Can a Website RFP Improve Your Project Success Rate?

Have you ever issued a website RFP and received limited responses? Did you wonder what went wrong and why design agencies failed to reply with earnest? You're not alone. The breakdown in the RFP process can be attributed to both the RFP issuer and the RFP responders. And it is an issue that has been growing for years. On the client side, a lot of companies fail to publish a solid RFP, which makes it difficult for agencies to respond or even take them serious. On the agency side, design …

Creating the Ideal Home Page

You've got the perfect idea. I mean a good one. One you've been waiting your whole life to come up with. It's good and you are going to be a superstar. You know this ever so perfect idea needs a killer website to make it come to life. Not just any website, but a good one that will quickly and beautifully illustrate your concept and why the world must embrace it. You pop on over to ThemeForest.net or Template Monster or any other website that offers thousands of WordPress themes. Somehow …