**Web Design**

At Karrot Design we offer custom web design that will both represent the feel of your company. We know how the construction and organization of your website will influence both usability and perceived relevance. With additions like call to action buttons and search features, your website design or redesign will be able to more effectively guide users to the information or purchases they set out to find. Company websites are a vital marketing tool. To suit all of our diverse clients with their unique goals and brand images, we produce customized design solutions to meet every new challenge. With this approach of client-oriented design, we are better able to achieve attractive and cohesive website design. It also enables us to integrate our clients' goals and message into the process from the initial phases of design. Starting with a clear purpose is the best way to ensure greater conversions later on.

**Web Development**

Every website we develop is programmed using the latest HTML 5 and CSS3 standards. HTML 5 has shifted the emphasis of certain areas over others on a web page. This helps draw a search engine's attention to the more important and relevant sections of your page, which may help boost your page rankings. CSS is a web-based markup language that dictates the look and styling of a web page to the browser. CSS3 is the most recent evolution within the series. To achieve fluid and dynamic movement, we use jQuery, an open source, multi-browser JavaScript library. With CSS and jQuery, we can customize a look to specifically suit your brand and appeal to your audience.

**Responsive Web Development**

Put simply, responsive website design means that there is one site for every screen. Done right, you don’t need a website for your desktop users, your mobile phone users, your iPad users…and the list goes on.

Regardless of screen resolution, your responsive website can be seen the way it’s supposed to be seen since it automatically adjusts accordingly.

Responsive website design and development has been around for a few years, but not all web developers make it a priority, especially those developers who rely on website templates.

Don’t skip this step. As you embark on a new website project or if you’re contemplating whether now is the time for a new website design, take into serious consideration whether or not your site is responsive. It needs to be, and Karrot Design is here to help.