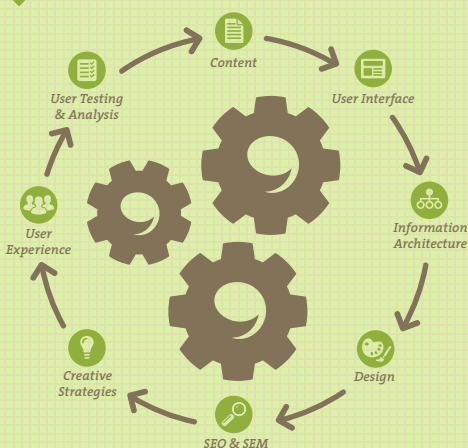


# Web Creative Process In a Large Nutshell

*Greatness in all these disciplines leads to success.*



*The foundation of these disciplines is:*

## 1. Product research

- Know the product
- Heighten the messaging

## 2. Industry research

- Know the competition
- Investigate their products

## 3. Best practice research

- Follow thought leaders
- Consume research

## 4. User testing

- Synthesize information
- Try bold ideas

## 5. Analytics

- Passion for data
- Shared among teams

## 6. Collaborative Teams

- Diverse in thinking
- Socially sensitive

**Great Content** is clear, concise, and easy to read.



- The first and most important step
- Understanding the user and product is paramount
- Strategic content moves the user towards the goal

## Great User Interface (UI)

is about making the website easy to use.



- Are elements (headings, text, links, and buttons) familiar?
- Are actions intuitive?
- Do the important elements stand out?

## Great Information Architecture (IA)

is about how users find things.



- Determines where users are going and gets them there smoothly
- Factors in the navigation needs of a large site

**Great Design** takes the goals of the content, UI, and IA and produces something beautiful.

- In the past we could make pretty designs and people were amazed. That doesn't cut it anymore.
- Today we have to meet all the goals of the prior content, UI, and IA.



**Great Search Engine Optimization & Great Search Marketing** puts our programs out in front when users are searching.



- Produces qualified leads because we target people who fit the product
- Builds brand recognition
- Great content makes SEO and SEM much easier

**Creative Strategies** are clever digital marketing approaches built upon all the prior disciplines.



- We must remain willing to try bold research-based ideas
- Our video story strategy is one example
- Our In-Depth Article strategy is another

**Great User Experience** is an outcome of everything else working well.



- Our site feels familiar, attractive, and easy to use
- Prospects find what they want
- They understand our product and either go deeper (leads!) or go elsewhere

**Great User Testing and Analysis** either proves or disproves our strategic implementations.

- We invest in strategies that work
- We adjust or divest strategies that do not



## It's working.

By doing things right we have created a lead generation machine. And the good news? The machine scales.

Concordia grows while others struggle. Let's double and triple the recipe before they figure out what we are doing.

