# Blue Ember Web Design - Website Content & Keywords

**Prepared For:** Web Content & SEO Practice Assignment  
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## Keywords Used

Primary (Chosen 5): web design, small business websites, responsive design, website redesign, SEO optimization

Secondary (Brainstormed but NOT all used repeatedly): local web developer, custom websites, mobile friendly, WordPress support, ecommerce setup

Rationale: Chosen keywords balance service intent (“website redesign”), audience intent (“small business websites”), technical value (“responsive design”), and conversion focus (“SEO optimization”). Terms are short, natural, and practical for on-page content.

## Tagline

**Modern, responsive web design that helps small businesses grow online.**

## About

Blue Ember Web Design is a local studio specializing in **small business websites** that load fast, look professional, and convert visitors into customers. We focus on **responsive design** so every site works beautifully on phones, tablets, and desktops. Whether you need a brand-new build or a full **website redesign**, we simplify the process with clear timelines, transparent pricing, and ongoing **SEO optimization** support. Our mission is to ignite your online presence with clean code, user-focused layouts, and measurable results.

## Services

### 1. Custom Website Design

Bespoke layouts built for your brand with mobile-first, **responsive design** principles to ensure a smooth experience on every device.

### 2. Website Redesign & Performance Upgrades

Transform outdated pages into modern, accessible experiences - code cleanup, structure improvements, and strategic **website redesign** for better engagement.

### 3. SEO Optimization & Content Structure

On-page **SEO optimization** support: headings, metadata, semantic markup, and performance enhancements that help search engines understand your content.

### 4. Care & Support Plans (Optional Bonus Section)

Monthly monitoring, security updates, and minor edits so your **small business website** stays current, secure, and fast.

## Contact

Ready to launch or refresh your site? Reach out to Blue Ember Web Design for a free 20-minute consultation.  
**Email:** hello@blueemberweb.com (placeholder)  
**Phone:** (555) 867-2048 (placeholder)  
**Service Area:** Remote + local clients (update with your city if desired)  
**Hours:** Mon-Fri 9:00 AM - 5:30 PM (by appointment)  
Include your business name in any email subject line for faster response.

## Keyword Integration Checklist (Meta Notes - Remove if not needed)

* Each primary keyword appears 1-2 times (no stuffing) ✅
* Brand name appears in every major section ✅
* Services are scannable with clear headings ✅
* Paragraph lengths are short for web readability ✅
* Action language used in Contact section ✅

## Alternate Keyword Brainstorm (Raw List - Optional)

web design  
small business websites  
responsive design  
website redesign  
SEO optimization  
local web developer  
custom websites  
mobile friendly  
WordPress support  
ecommerce setup