

# mediaBrilliance digitalxtudio

design. code. clarity.

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## digital services

mediaBrilliance digitalxtudio builds clean, accessible digital experiences for small businesses, creators, and startups. we focus on what works, not what is trendy. every project prioritizes clarity, functionality, and thoughtful design.

### websites and digital presence

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#### website development

custom designed websites built on the right platform for your needs, whether that is squarespace, wordpress, or custom code. we choose based on your budget, technical comfort, and long term goals.

- responsive design for all devices
- content management system setup
- contact forms and integrations
- seo fundamentals
- bilingual (english/spanish) available

#### website optimization

improve your existing site's performance, accessibility, and search visibility through audits and targeted improvements.

- seo audit and optimization
- accessibility improvements (wcag compliance)
- performance tuning and image optimization
- meta tag and social sharing setup
- recommendations document

#### site maintenance and updates

ongoing support for existing websites: content updates, bug fixes, and keeping things running smoothly.

- content and image updates
- plugin/theme updates
- bug fixes and troubleshooting
- backup and security monitoring

## strategy and planning

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### digital presence audit

comprehensive review of your current online presence: website, social media, search visibility, and competitor analysis.

- website and seo audit
- social media presence review
- competitor analysis
- actionable recommendations

### content strategy

planning and structuring your website content to serve your audience and business goals.

- content audit and gap analysis
- information architecture
- messaging framework
- implementation roadmap

## design and user experience

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### ux design

user centered design work to improve how people interact with your digital products.

- user research and personas
- wireframes and prototypes
- usability testing
- design documentation

### brand identity

visual identity development for new businesses or refreshes for existing brands.

- logo design
- color palette and typography
- brand guidelines
- basic marketing materials

## our approach

**accessibility as foundation.** we build with accessibility in mind from the start, not as an afterthought. clean semantic html, proper contrast, keyboard navigation, and screen reader support are standard.

**right tool for the job.** we are platform agnostic. sometimes squarespace is the right choice. sometimes wordpress. sometimes custom code. we recommend what actually makes sense for your situation, not what is easiest for us.

**honest about limitations.** every platform has constraints. we are transparent about what is possible within your budget and technical environment. if we cannot do something well, we will tell you.

**documentation matters.** every project includes clear documentation so you (or your next developer) understand how things work. we do not build dependency. we build capability.

## who we work with

small businesses, creative professionals, nonprofits, and startups who value thoughtful work over quick fixes. we are building a portfolio while pursuing a degree in innovation in digital media, which means we are selective about projects and offer flexible arrangements for the right fit.

we offer reduced rates and value exchange (barter) for community organizations, fellow students, and projects that align with our values.

