

## digital services

mediaBrilliance digitalXstudio builds clean, accessible digital experiences for small businesses, creators, and startups. We focus on what works—not what's trendy. Every project prioritizes clarity, functionality, and thoughtful design.

### [websites & digital presence](#)

#### **website development**

Custom-designed websites built on the right platform for your needs—whether that's 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 & 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 & optimization
- accessibility improvements (WCAG compliance)
- performance tuning & image optimization
- meta tag & social sharing setup
- recommendations document

#### **site maintenance & updates**

Ongoing support for existing websites—content updates, bug fixes, and keeping things running smoothly.

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

## strategy & planning

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### **digital presence audit**

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

- website & 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 & gap analysis
- information architecture
- messaging framework
- implementation roadmap

## design & user experience

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### **UX design**

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

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

### **brand identity**

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

- logo design
- color palette & 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're platform-agnostic. Sometimes Squarespace is the right choice. Sometimes WordPress. Sometimes custom code. We recommend what actually makes sense for your situation—not what's easiest for us.

**Honest about limitations.** Every platform has constraints. We're transparent about what's possible within your budget and technical environment. If we can't do something well, we'll tell you.

**Documentation matters.** Every project includes clear documentation so you (or your next developer) understand how things work. We don't build dependency—we build capability.

## who we work with

Small businesses, creative professionals, nonprofits, and startups who value thoughtful work over quick fixes. We're building a portfolio while pursuing a degree in Innovation in Digital Media—which means we're 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.

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design. code. clarity.