

CONTENT STRATEGY

- Aligning communication across multiple channels so that all outlets are working towards the same goal.
- Performing a content audit to assess the relative strengths and weaknesses of content.

USER EXPERIENCE (UX)

- Researching the needs, abilities, and limitations of your website visitors.
- Evaluating a website's layout, text, and visual design.

INFORMATION ARCHITECTURE

- Grouping webpages together by category or subject.
- Organizing a navigation menu to ensure the experience is intuitive.

USER INTERFACE (UI)

- Ensuring that a website's interface has elements that are easy to access and understand.
- Understanding how the interactive parts of a website flow for visitors.