JSL MARKETING & WEB DESIGN

White Paper

Essential Services

Web Design & Development

Through the utilization of creative solutions, JSL creates website designs that convert and produce real results.

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Web Design & Development

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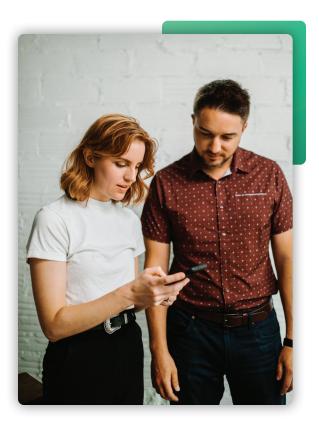
A Brief Introduction to Web Design

In today's technology-driven age, it's more important than ever before for your business to have a solid online presence.

And while there are many ways to establish an online presence – social media platforms, forums, etc. – developing a website that truly reflects your brand is arguably the most important thing you can do.

Not only does a website establish your credibility as a business online (sort of like your online business card) but it also allows you to create better advertising campaigns via targeted landing pages, take control of your brand image online, and build long-term relationships with your clients.





How We Can Help

At JSL Marketing & Web Design, we specialize in creating websites that are not only functional and clean but also well designed and coherent with our clients' brands.

To do this, we follow a proven process (which you'll learn more about later), and also typically use WordPress as our platform of choice.

There are many benefits of using WordPress for website design and development. For one, WordPress is a universal, open source platform which allows for all the scalability, customization, and advancements needed to grow your business. Besides this, there are many other benefits which we will cover a little later on.

But before we get into WordPress, let's talk a little more about creating the best user experience for your customers online.

How to Create the Best User Experience

Have you ever heard the term UI or UX design? It's a pretty common term in the web design world and it stands for User Interface (UI) or User Experience (UX) design. What this basically means is that we carefully create a design for your website that provides the best possible on-site experience for your customer.

We analyze everything from the layout the navigation bar and the flow of the home page to the strategic placement of calls to action and carefully-worded copy.

Our goal is for your website to convert as many visitors into customers as possible, and that all starts with a solid UI/UX design.

Some Contributing Factors Include:

Content that Establishes Credibility

Website users appreciate quality and credibility in a website, and a lot of that credibility comes down to the content (text) on your site – something that we take very seriously.

Ease of Website "Scanability"

Very few people will take the time to read every word on your site, so it's important to make it easy for them to scan through and still grasp the most important things that you are saying.

Attention Grabbing Design + Content

You only have a few seconds to grab your readers' attention when they visit your website, so it's very important that your content and design is arranged in an appealing way.

Site Structure & Navigation

The site structure and navigation layout both play a large role in the organization of the site, which greatly contributes to the overall user experience, as visitors are able to find things easier.

Telling the Brand's Story

It's important to create a certain flow to the website –and especially the homepage – that not only engages the reader and draws their eye down the page but also effectively tells your brand's story.

An Inside Look at Effective Web Design

In order to design an effective and user-friendly website, there are several elements that we always keep in mind. Here's a quick inside look at some of those important elements:

Establish Your Goals

Each page on your website needs to cater to a specific end goal for your users. Whether a user is looking for contact details, more information about your product or services, or something else entirely, your website needs to meet that goal in the most effective way.

Communicate Your Message

Since we all tend to consume information rather quickly online, it's super important that you communicate your brand's message and most important information very clearly and concisely on your site.

Make Good Use of Space

Going along with communicating your brand's message, it's also considered best-practice to put your most important and essential information above the fold, or within the area of the site that's visible before scrolling down.

Be Consistent with Color and Branding

You don't want to be too over the top with your colors, but everything should be consistent with your brand to help build brand recognition. Using brighter colors in contrast for calls to action can also be helpful.

Use Visual Media Effectively

Text isn't the only way to communicate with your users. Videos are becoming increasingly more popular, along with images and infographics – anything to help users better understand your brand.

Create the Best User Journey

What do you want your visitors to do once they land on your website? Regardless of where you want them to end up, it shouldn't take more than 3 clicks for them to reach their final destination (i.e. Home Page to Services Page to Contact Page if you'd like them to contact you).

Utiliize User Attention Tracking

Studies have shown that we tend to scan our computers in an "F" pattern, meaning we start on the left and then move back and forth across the screen as we scroll down. It's important to design your site with this in mind.

Optimize the Website's Page Speed

One of the main reasons why visitors leave a site is beause it loads slowly. To avoid this, it's best practice to optimize images and code to make sure the site loads quickly. Plus, this has the added benefit of being great for your site's SEO.

Always Design Mobile/Tablet Responsive Sites

A large percentage of people use their phones to browse websites instead of computers, so it's extremely important to create a website that is mobile friendly. Otherwise, you'll be missing out on a large chunk of traffic that may decide to click away from a poorly designed mobile site.

The Benefits of Using Wordpress

We love working with WordPress – so much so that a large percentage of the websites we design at JSL are built with it, and we almost always recommend the platform to clients.

What makes WordPress so great? Well, it's an excellent platform for creating powerful, polished sites, and it is the most popular website publishing platform in the world – currently powering more than 20% of the web. Plus, WordPress is constantly improving, with updates rolling out regularly to enhance the user experience. And with WordPress' user-friendly content management system, you don't need to be a programmer – or know anything about HTML for that matter – to update your website after the initial design + development.

Need some more reasons to love WordPress? Here's a brief list of reasons why we typically recommend WordPress to our clients:

100% Customizable

Nothing is set in stone, and everything is customizable – from the layout of your site to the colors, content placement and more.

User-Friendly

Once the initial site is built out, it's a breeze to update images and text or even post new blogs or media elements using WordPress.

Full Scalablity

You have the ability to add countless pages to your WordPress website without comprmising performance, so your site can grow alongside your business.

Website Security

We always aim to keep our WordPress sites as safe and secure as possible, and utilize best practices to protect your site against hackers.

Multi-User Functionality

Within WordPress, administrators can create user accounts and specify the level of access these accounts hold.

SEO Friendly

When it comes to SEO, Google dislikes bulky, excessive HTML code. Thankfully, WordPress uses streamlined code, which creates a good basis for SEO.

W3C Compliance

W3C sets standards for HTML code to ensure that websites will comply with the latest browsers. WordPress is W3C compliant.

E-Commerce Integrations

Want to sell your products online? WordPress can easily be set up to integrate with some of the best e-commerce platforms in the world.

Mobile Friendly

With responsive designs, your WordPress website will identify the device your site visitors are using, and automatically adjust the view appropriately.

Blog Functionality

WordPress has a built-in blog functionality, so if you're looking to add a blog to your newly designed website, WordPress makes it simple to do so.



The JSL Web Design & Development Process

At JSL, our website design process is unique in that we are able to combine the power of beautiful and functional design with captivating and engaging copy to bring you a truly fantastic (and efficient) website. And before we even start on your website, we do a full SEO analysis which allows us to build in relevant keywords and other proven SEO techniques right from the start, which saves you a lot of time in the long run. The extremely effective combination of Design + Content + SEO really takes our websites to the next level and sets our clients apart from their competition.

When we begin designing and developing a website, we stick to a proven process that allows us to create something really special for our clients.

Phase 1

Content + SEO

Establish Website Goals

During the beginning phase of the process, it's important to determine your website's main goal, and what action you want your visitors to take. For example, are you trying to capture leads, get your visitors to make a purchase, or simply just provide some information about your company? These goals will dictate the design of the website going forward so it's important to spend some time planning them out.

Determine Website Structure

Mapping out the website's overall structure via a sitemap and getting approval on that structure during the planning phase is crucial, as this step will save lots of time later on down the road. Phase 2

Design + Proofing

Procure Quality Brand Materials

It's important that your website be consistent with your brand to help promote brand recognition. If you have brand materials such as a logo, letterhead, business card, etc., we will take a look at those and keep fonts, colors, and overall brand look/feel similar on the website. If you don't have those materials, that's ok! We can help you further develop your brand so that you can create a cohesive brand image going forward.

Mockups

The initial design mockups are created, keeping the website goals in mind. It's important to have enough variety in the mockups to view how different styles could possibly impact the website look and feel.

Review and Approve

Once the design has been presented, your website's look and feel needs to be considered and approved by all stakeholders before the development can start. Phase 3

Development

Create the Website Framework

The main framework for the website is developed and established first before the individual pages are developed. This way, everything is consistent with the overall design and the framework can provide a solid foundation for the other pages.

Build the Page Templates

Once the master framework has been developed and approved, the individual pages templates are created. For example, the services page template might be used for all of your services pages and the product page template would be used for all of your product pages. This way, everything is cohesive.

Add Special Features

If your site requires any additional functionality such as email opt-in forms, contact forms, e-commerce integration, etc., we will build that in at this time.

Upload Content and Images

After the content for the site has been written and approved, it will need to be uploaded and placed on the site, along with any other media items, such as videos, images, PDFs, etc.

Q&A and Testing

Once the website has been fully developed, it needs to go through quality assurance and testing. This is when we test all of the links, functionality, mobile responsiveness, etc., and then make any necessary tweaks before the launch phase.



Launch

Transfer To Live

Once your website's testing is complete, it's time to bring it live! We do this by carefully transferring the site over to the live server where the new website will be hosted. If it's a redesign, we then go in and create and necessary 301 redirects from old pages to new pages to help provide the best possible user experience (and also assist in the SEO department!).

Final Testing

Once the site is live, we will go through everything again to check and make sure everything transferred over properly and the site is running smoothly.



Security Updates

To ensure that your website is safe and secure, a monthly update of WordPress and plugins is recommended.

Website Backup

It's devastating when you lose your website data. Making a backup at least once a month will ensure that you never lose website data ever again.

Content Updates

Keep your content fresh by updating it at least once a month with new blog posts. When products or services get added to your business, it's important to transfer that information to your website, where your users have easy access.

Conclusion and Next Steps

Could your business benefit from a customized digital marketing strategy? If so, we would love to help! We are a full-scale digital marketing and creative agency based in Dallas, Texas (with new offices in western Michigan), serving clients both nationally and internationally.

We are dedicated to building better brands online by harnessing the power of each brand's individual and unique "why."

The digital marketing side of our agency offers a wide variety of services including website design, SEO strategy, content marketing and email marketing, and we are passionate about helping all businesses succeed and grow online. The creative side of our agency focuses on full brand development, including company messaging (naming, slogans, mission, and values, etc.), visual identity (colors, fonts, logos, iconography, etc.), brand consistency across multiple platforms, and more.

We love building brands from the ground up, with the end goal of creating memorable brands that stand out from the crowd.



Ready to Get Started?

Looking To Get Started on Your Web Design Project?

As we've said before, having a proven digital marketing strategy in place can truly help to propel your business to increased growth and success online. Get started with a digital marketing strategy today and see how it will help your business for years to come!

We're More than Just an SEO Company. We're a Full-Scale Digital Marketing Agency

Depending on your business goals and target audience, we might recommend any of the following.



Web Design & Development

Capitalize on high intent with measurable, costeffective, and targeted pay-per-click advertising.



Search Engine Optimization

SEO is the foundation of every digital marketing or web design plan, and we can help create a strategy.



Photography & Video Production

JSL is dedicated to bringing your vision to life through compelling and industry specific visual media.



Digital Marketing

From advertising to lead generation and more, having a solid digital marketing plan in place is critical to online success.



Paid Media & SEM

PPC, Google ads, and more. The fastest way to grow online is with both Search Engine Optimization and Search Engine Marketing.



Brand Development

From logos, fonts, and colors, to branded materials, brand messaging, and more, building a recognizable & cohesive brand is critically important.



Content Marketing

Content is king and putting out valuable, consistent content is paramount in representing your brand.



Social Media Marketing

Social Media Marketing has become one of the most effective ways to meet your customers where they are.



Email Marketing

With an ROI of approximately 4,300%, email marketing isn't just a booming trend, it's a smart investment.

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Our Leadership



James CEO & Co-Founder

James has always been passionate about sales and marketing. His experience goes back 15 years between running his own businesses and also working for other companies in the sales arena. His current areas of expertise are Inbound marketing, including content marketing and SEO. His favorite is SEO, because he loves to beat the competition.



Sarah

President & Co-Founder

Sarah is passionate about creating copy that converts and brings you more traffic online – whether that be for your website, your blog, social media accounts or anywhere in between. A wordsmith at her core, she's also got a sharp eye for design and loves to create beautiful websites that truly compliment your brand.



Colin

VP of Sales & Marketing

Colin is our resident (and sometimes remote) SEO and social media expert. He loves traveling the world, any and all outdoor activities, and of course, a good challenge. Which is why he is a great match for JSL Marketing and finding innovative ways to make your social media work how it was always meant to – to be seen and shared!



Tierney

Content Marketing Manager

Tierney is our content writer, blogger, and SEO researcher. Anything to do with your analytics or trends, and you can bet she has studied them. With degrees in psychology statistics, and a long history of marketing analytics and writing (both for work and for fun) she will make your copy interesting, educational, and inviting to your customers.



Lindsey Creative Director

Lindsey comes to us with a wealth of experience from both startup and global level marketing agencies. She moves easily between both print and digital design, having spent over 7 years as an esteemed designer in the fast-paced and every-changing industry. She loves finding new ways to create beautiful websites, digital media, and brand collateral every week.



Anna Graphic Designer

Anna is a creative individual who enjoys challenging herself in every artistic field ranging from graphic design to art to music. Her work encompasses print, animation, graphic and web design. Anna is efficient when it comes to time management as well as concept development, she can work and organize a multitude of different projects at the same time and loves to keep multiple plates spinning.



Angel

Web Development Manager

Angel is an experienced web developer who enjoys bringing people's visions to life. As our web development manager, Angel develops and maintains our websites and uses his expertise to create sleek, custom websites that are fast and interactive. When he is not building websites, Angel enjoys exploring the great outdoors and making memories with his wife and two beautiful daughters.



Want to Learn More about JSL Marketing & Web Design?

Ready to get started on your next marketing project? We'd love to hear from you! Get in touch with us today by visiting us at jsl.marketing or emailing info@jsl.marketing.