

Top 5 Steps to building a Successful Website

These steps can help boost your online brand experience.



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Statistics show web design is evolving towards richer, more dynamic and personalized digital experiences. Boring outdated websites are being surpassed by clean, engaging and interactive website experiences that are designed to be easily digested.

So it is essential in today's economy to have a website that stands out and becomes a strategic part of a your marketing strategy. In the following steps we reveal what to consider when building a successful website for your business.



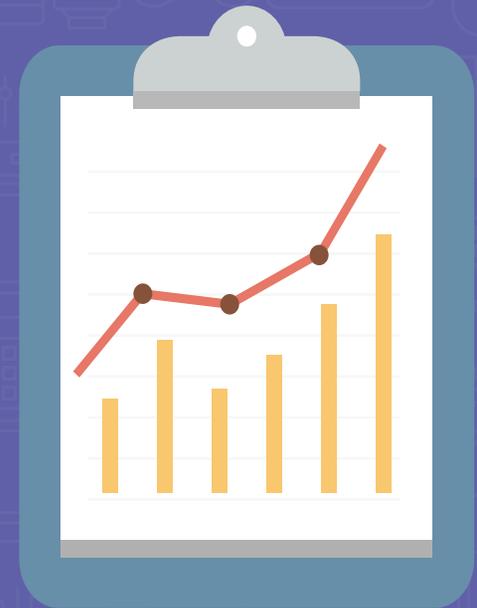
Step 1

Get a Diagnostic

You should have a professional web design agency run a diagnostic on your website before a solution is prescribed.

Here's a short story. A guy calls up his mechanic and says my brake drums are out of round, the mechanic says ok pick up the parts, bring them down, and we will install them. The mechanic installs the parts, the guy pays for the service and drives away but he still hears the noise from the back of the car. He goes back to the mechanic and the mechanic puts the car on the lift and says it's not your brake drums it's your u-joint, a \$100 dollar problem not an \$800 dollar problem.

You should always get a diagnosis before a solution is prescribed.



Step 2

Discover and Build a Strategy

Through a discovery process your web design agency should build a strategy that aligns your brand with your users, your business goals and your needs.

You should end up with a clear brief that defines your brand , who your customers are and your website goals.



Step 3

Plan and Design

With a clear plan in place your web design agency should plan out your website infrastructure, building a sitemap, UX plans and wireframes.

Once these items are approved the team moves on to creating the clean, professional visual designs along with the overall look and feel for the website.



Step 4

Develop and Build

The next step to building your successful website is to bring your visual designs to life. The website is coded using latest technology including HTML, CSS3 and jQuery and integrated into a CMS platform such as WordPress.

Once your website is ready your web design agency will build out all the pages for your website with approved content. The final step is to test and launch your new website.



Step 5

Market and Analyze

With a strategic website built and launched it's time to drive traffic to your new website. Your web design agency should offer you some suggestions on SEO, email marketing, landing pages, website monitoring and analytics.



About DigaWorks

DigaWorks provides handcrafted web design and digital marketing for brands using the highest standard of quality to enable brands to succeed and grow.

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