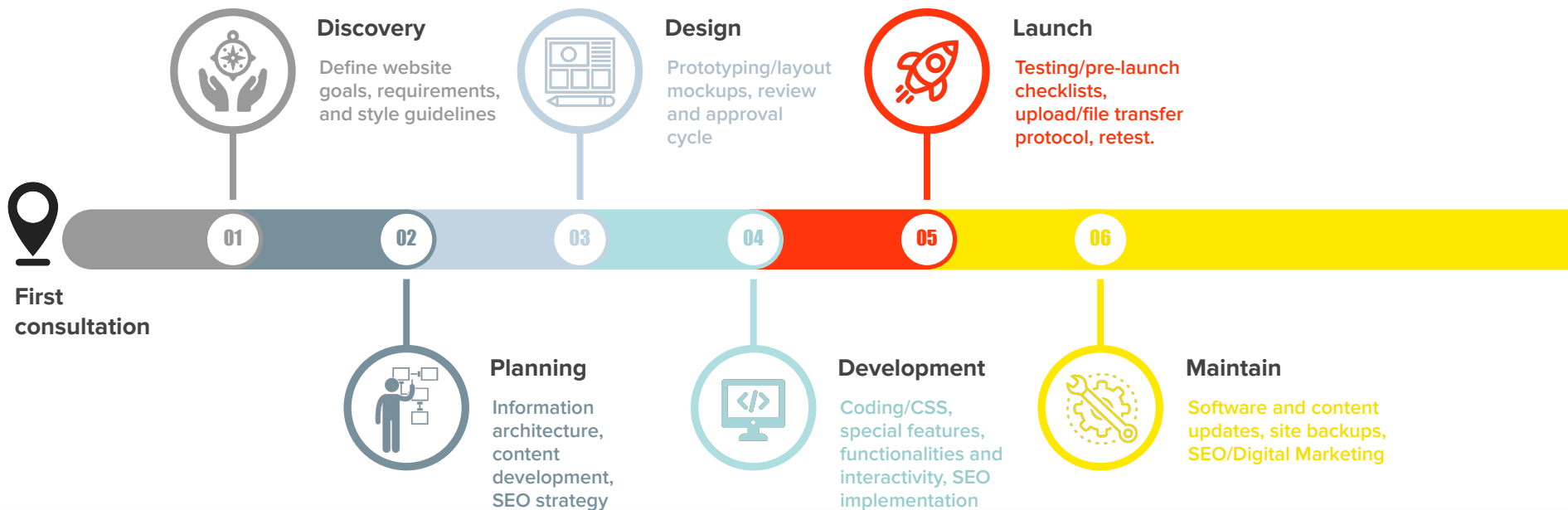




VISUALAB

website development process

Website Roadmap



Discovery Phase

Where is the business potential not being fulfilled on the current website, and what should the new website have to fulfill it?

This initial phase allows us to determine what the website needs to optimally support the success of your business.

Define goals & gather information

Website audit & competitive analysis

- Clarify website purposes, the main actions you wish users to take, and the target audience(s) you want to attract to your site based on your value proposition.
- Determine what technologies and functionalities should be used according to purposes.

General aesthetic

Mood board/stylescape

- Generate ideas and define style guidelines such as colors, typography, patterns, textures, imagery/iconography and other elements impacting the overall look, communication style and personality of your business as perceived through your website.

This essential part of website strategy can protect you from spending extra resources on solving unexpected issues, such as design changing or adding a functionality that wasn't initially planned.



More Advantages

We provide high quality, comprehensive solutions and make our services accessible to small businesses looking to reach their big potential.



Custom solutions

Forget generic cookie cutter designs and project scopes, you get exactly everything you need and nothing you don't.



Turnkey websites

From domain registration to a fully functional live website... We can handle all aspects of the web development process, including top-notch hosting, content writing, SEO, and so on.



Flexible pricing

We present solutions that fit your budget and can propose different options most beneficial for startups and small businesses.



Optimization

We are strategy-led designers. Optimizing web content, page speed, responsiveness, SEO and webmaster tools... We know what makes a website look awesome and rank higher.



Responsive team

Communication is key! We are easy to reach, fun to collaborate with, and keep you updated on the progress in a timely manner.



Analytics

Know how your website is performing in the digital marketing landscape with all relevant data and insights we collect and report to you.

Pricing Options

We are flexible and can find solutions that work within your budget.



Project base

Great for specific web design or redesign needs with limited duration and scope of work.

A brief discovery session may be required to present an accurate project estimate and begin website.

Hourly

We recommend hourly work for small, isolated tasks that require immediate or urgent execution, or when a request is added after a project scope is approved and begun.

Ongoing plan

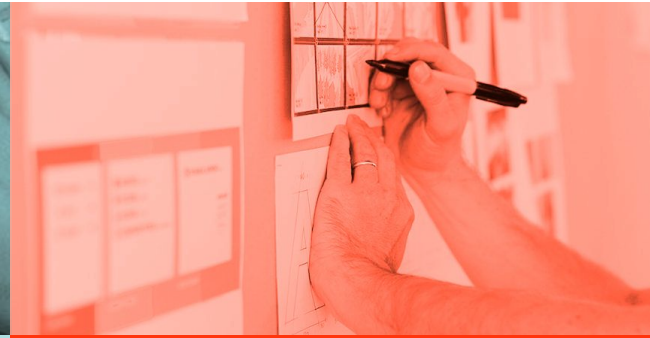
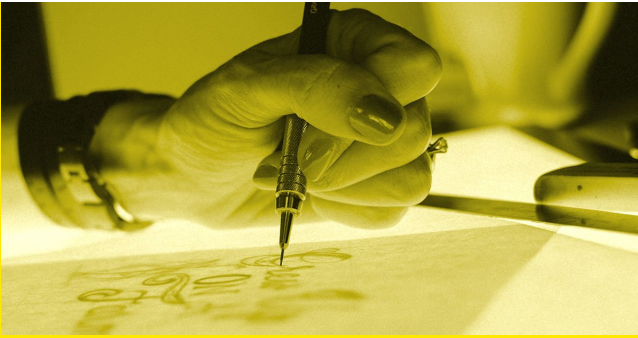
Ideal to bundle one-time and ongoing services into monthly or quarterly plans.

All phases of the website process are included in your ongoing plan. We can bundle website hosting, maintenance, and continue your SEO after your website is launched.



Our Services

We provide a wide range of **creative**, **digital** and **marketing** services for businesses of all types.



- Logo Design
- Marketing collateral design
- Packaging design
- Advertisement design
- Photo & Motion Production

- Web Design & Development
- Search Engine Marketing
- Ecommerce & Email Marketing
- Social Media Marketing
- Web Management & Analytics

- Market Research
- Campaign Development
- Branding
- Content Strategy

CONTACT US

Request a proposal or schedule
a consultation with us to start
your website project!

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capabilities overview | company fact sheet