

Site Optimization

SEO is best approached as a complete solution, not something you add here and there. We actually design the entire SEO aspect of a new web site project before we even start on the design and layout. Think of a highly optimized site as a whole organization with each category, component, or section divided up into its own division of the main unit. Each division relates to the organization in some fashion and needs to be tied back to that relation through proper SEO techniques and a solid framework built on each divisional purpose all the way down to each individual page within the division.

When a search engine finds your site, you want to give it a roadmap and directions on how to navigate or "get around" the site. This is where we start. From there, we build the framework out until we have a nice layout of the entire site and how each page, and division relate to each other, and ultimately to the organization. Building this portion first ensures we are incorporating a highly optimized and search engine friendly concept into every aspect before we begin the design and layout process. You wouldn't build a house starting with the siding and shingles would you?

Many web designers and developers incorporate the SEO portion last, or very near the last piece. We do the exact opposite. We do it right, from the beginning, to ensure a highly optimized and search engine friendly site.

What if you already have a site, and don't want to start over? We can help with existing sites just as successfully as a brand new site, we simply take away the portions that already exist within your current application and start from there.

For example, we will take what you already have implemented, address any issues you may currently be having, or improvements you might want to see while we "have the hood up" so to speak, and then start our SEO framework design from there. We eventually will re-write most of your site around this new framework, but we can preserve any data you currently have, including "look and feel" as well as database information, menu styles, page layouts, etc.

Instead of building a brand new house from scratch, we pour a new foundation and then move your existing house over to the new foundation, keeping all of the aspects you like the same, and "remodeling" any areas you wish to improve during the move.