

Intelligent Websites for Smart Businesses

A brief guide on how Pixelmattic can transform your website into a marketing hub that's personalized for your goals via a step-by-step process.



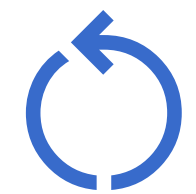
Why Redesign Your Website

In one sentence: Business evolves and market never stays still.

While you were extremely occupied building the business of your dreams, you might have brushed away the idea of building a worthy digital doorstep. But it's time to get back on track. Time to rethink re-design, here's why:



1. Outdated: Your current website is not at par with your business. Competition has leapt forward & your digital home is suffering from poor performance & security issues.



2. Business Changes: Your business has a new strategy or it is going through a visual



3. Leveling Up: You want your website to be a marketing hub that loads fast, brings traffic & generates leads. Not just sit there to present information.

Here is how the process goes:



Research

It starts with creating a buyer persona to nail down your ideal customer. Then we dive deeper into refining your unique positioning, value propositions & competitor insights.

Information Architecture

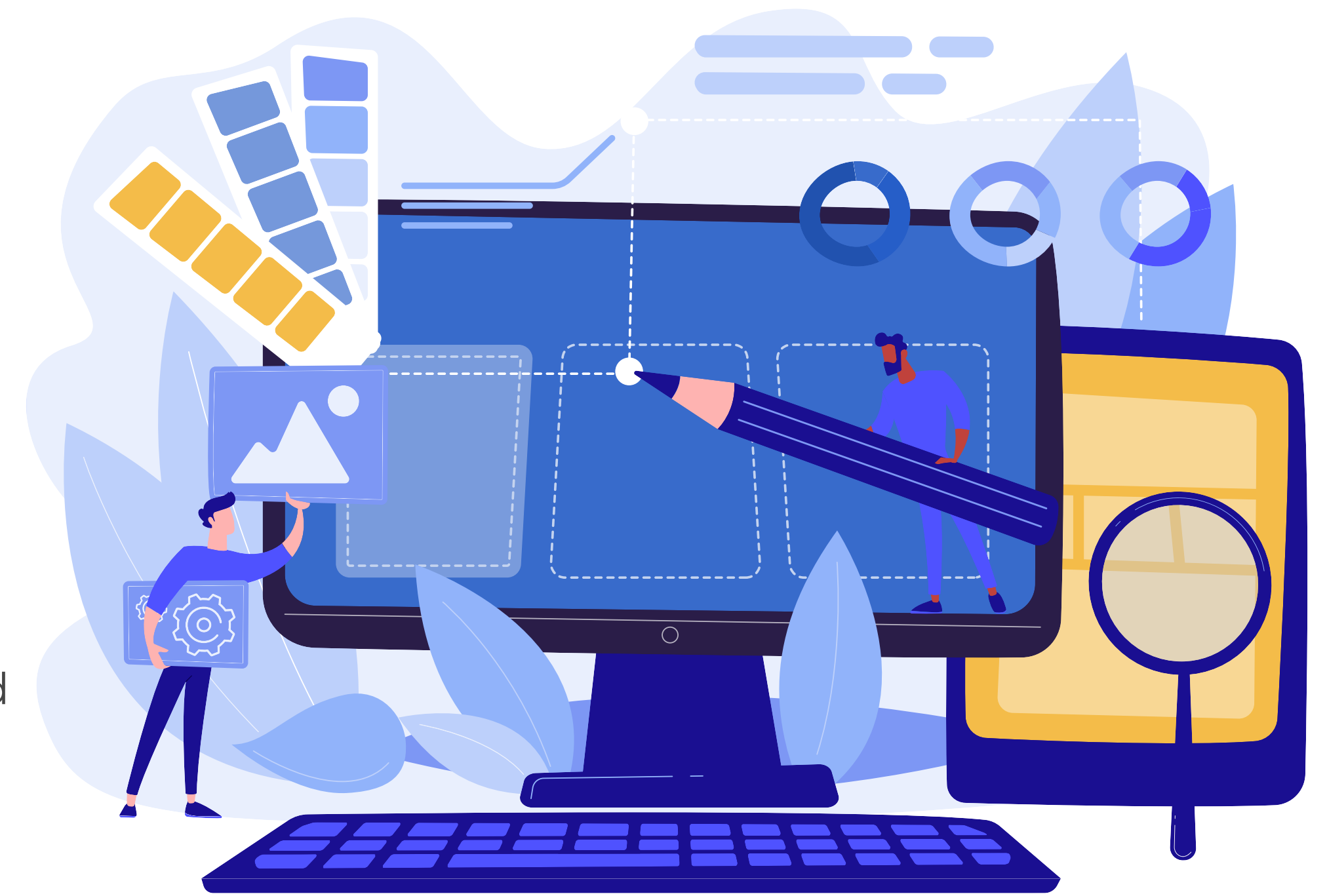
When we graduate from research, we sort it into logical, customer-centric insights. These insights pour into UI/UX principles to establish an overall messaging hierarchy for the website.

SEO

The information architecture of the website will highlight the major themes and topics of your website. This affects SEO & keyword research positively.

We use a combination of free and paid tools to dig out thousands of keywords and identify SEO opportunities.

Simultaneously an SEO audit of the current website will reveal current issues to fix in the website redesign process.



Wireframes

We follow a 3-step design process with wireframes being the first design step.

Wireframes are a low-cost, high-impact activity as it helps you visualize the content hierarchy, page layouts, and marketing funnels on the website.

Design Guidelines

Before we start to design the website, we lay down the style guide for the site.

The website style guide derives from your existing brand style guide but is made web-friendly. Using this, we can establish design consistency across pages and also other digital properties.

Copywriting

A website stripped away of its bells and whistle is primarily a communication tool.

Our research-based, SEO-optimized copy is focused on moving the audience one step closer to becoming a customer of yours.



Layout Design

We follow a mobile-first design approach.

While the style guide and wireframes drive aesthetics and structure, we incorporate best UX practices that optimize every webpage for maximum conversions.

Performance-Optimized Web Pages

We develop mobile-friendly web pages that load fast. We integrate page builders like Divi, Gutenberg or Elementor during development.

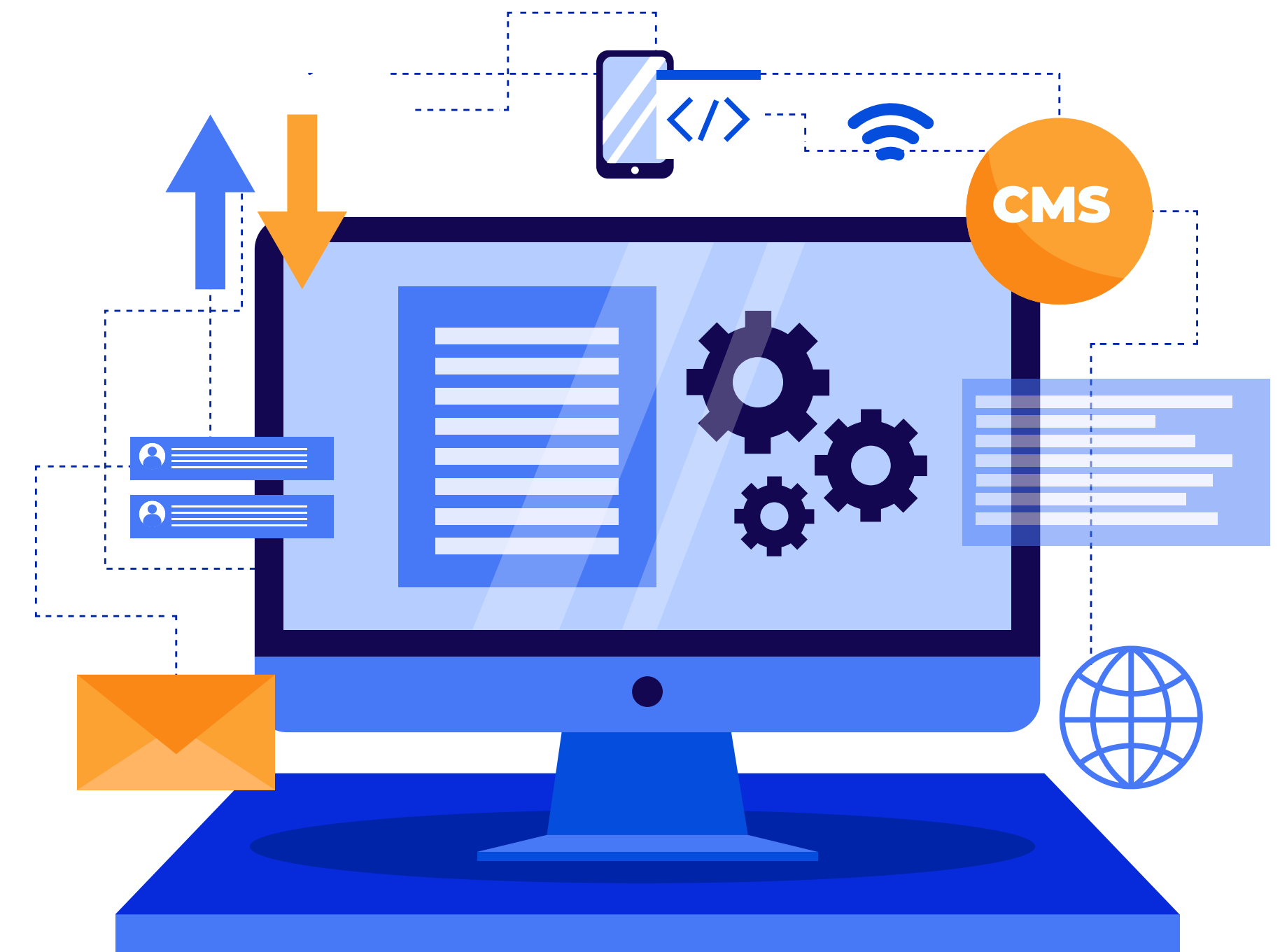
The page builder gives you the flexibility to manage large portions of the website pages yourself without having to use code.

Marketing-friendly WordPress CMS

WordPress CMS is customized to help you publish and manage content easily using WordPress Custom Post Type features.

Other WordPress customizations can include custom WordPress plugins, integrations with CRM, and advanced search and e-commerce features.

Our team will also configure essential marketing scripts and tools like Google Analytics, Google Search Console, Contact Forms and Email Marketing integration.





Handoff

We put the website through rigorous rounds of testing once the web development is complete. Our team checks for browser and device compatibility issues and fixes all the bugs before handing over the project.

A **one-hour training session** is scheduled **with your team** to walk them through the website features.

We offer **ongoing development support** or **website maintenance** if you want to continue growing your site.

At each step in the above website development process, we give you an opportunity for you to provide feedback via a Project Management Tool with access to your team. The communication and discussions around specific tasks happen on the tool. We provide weekly status updates through our Project Manager and calls are scheduled if any issue needs further discussion.

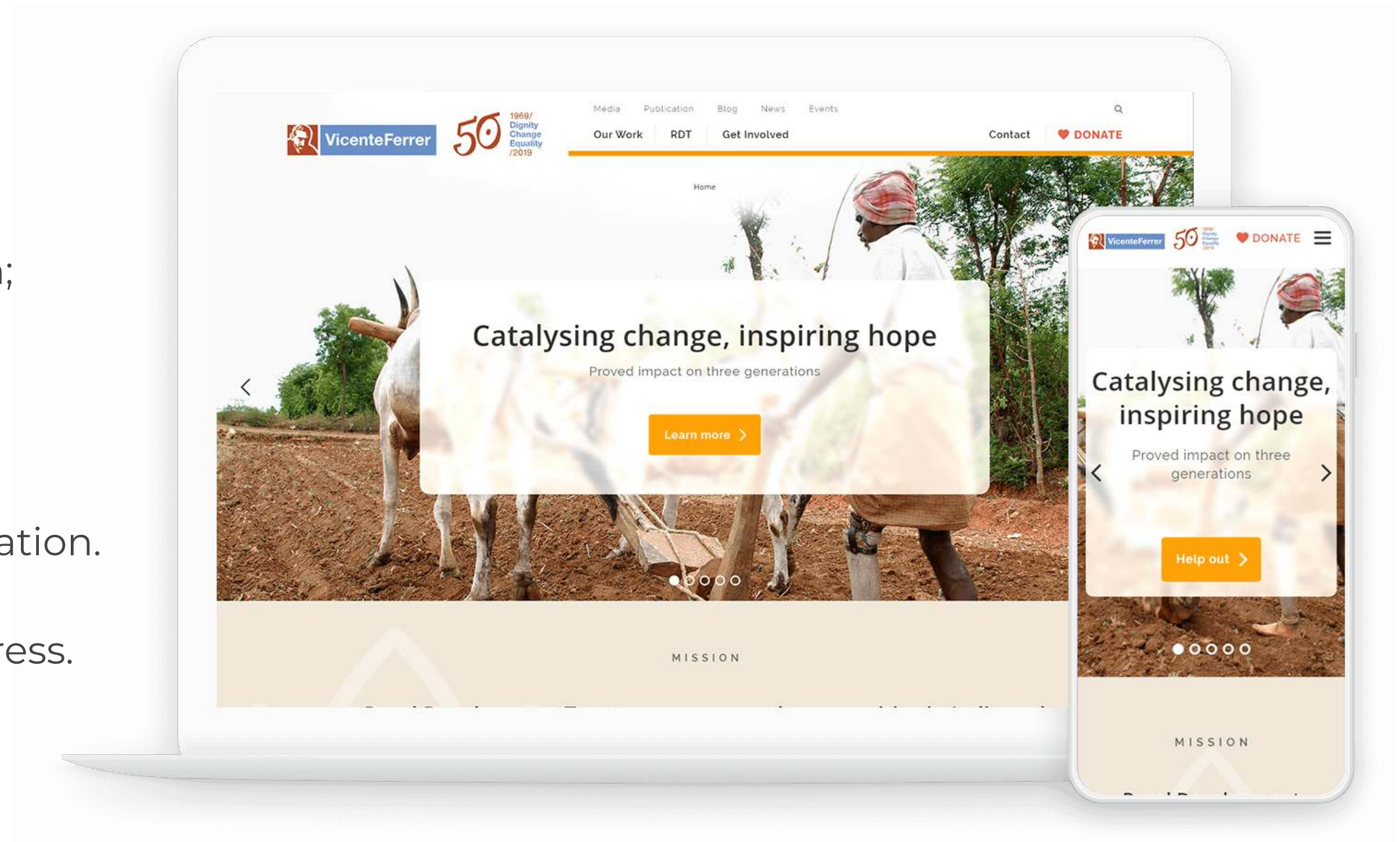
Case Study

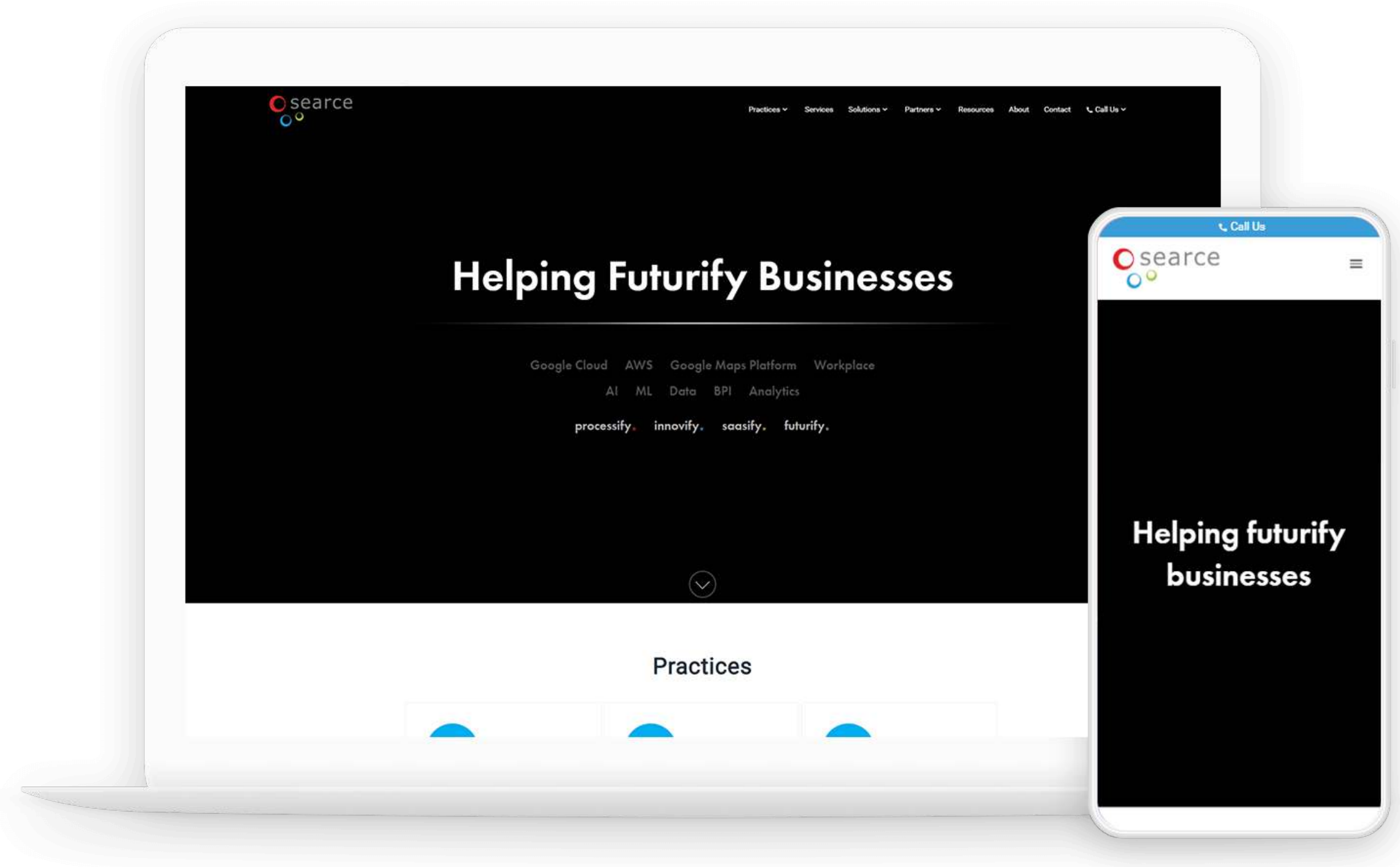
Businesses we have impacted with website re-design:

1. Non Profit: Optimised the website to drive one, central action; increase donations via the webpages.

How we helped:

- Content re-organisation & dedicated web pages for every donation.
- Fresh look in-line with visual identity
- Secure, optimised & donation-friendly architecture for WordPress.





2. Tech: The website needed to be re-designed from a fresh branding perspective because the company's positioning changed.

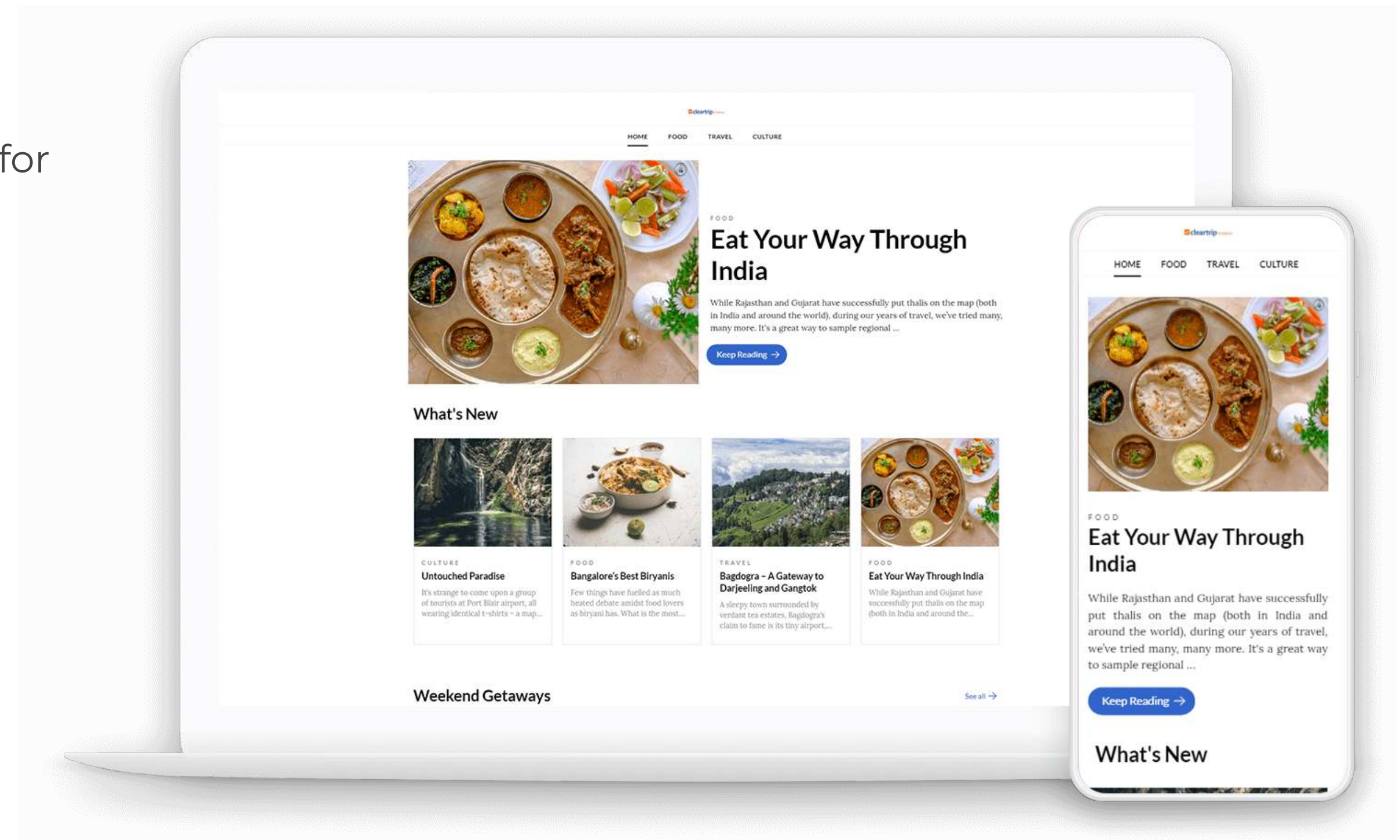
How we helped:

- Created a mood board to present the fresh visual identity
- Designed the entire UI/UX around the design
- preferences chosen from the mood board
- Optimised the entire website to be mobile-first.

3. Travel: We customised and provided an end-to-end solution for India's one of the best travel startups called Cleartrip.

How we helped:

- Created a custom-designed author's page with a bird's eye view of "who wrote what"
- Secondary menu on single blog post page for enhanced flexibility
- Crafted a subscription form via MailChimp to generate leads via the blog page



Looking to change the **makeup of your website?**

Get on a 30min FREE consultation call to get a customized proposal!

Schedule A Call

