

# WEB DEVELOPMENT CAPABILITY ONE-SHEET



**1**

## FIX EXISTING BUGS

We can optimize your existing website by fixing any issues that you deem a priority.

**2**

## Ideation

While we work on fixes, we will identify opportunities to build a better mousetrap.



### Audience

Who are your current customers?  
How are they currently segmented?



### Use Case

How is your audience currently using the site? How do you intend for them to do so?



### Tonality

What is the tonality of your website?

**4**

## Brand Identity

We will expand on your brand based on what you already have.



Happiness



Energy/Power



Life/Renewal



Calmness/Trust



Elegance

**5**

## Content Strategy

Inventory what you have.  
Define what else we will need.



**6**

## Audience

Define who your audience is, where in the buying process they are, and conduct A/B testing to determine what converts them.



**3**

## Solution Architecture

We will piece together the tech that will need to achieve your goals. This includes migrating the website to WordPress, getting better hosting, and implementing a new WordPress Theme.



WordPress

Content Management System



WordPress Plugins

Extensions that add functionality



Clean Design



Custom Code

**7**

## OUR CAPABILITIES

Below is a short list of our capabilities and service offerings to Small Businesses, Nonprofit Organizations, and Entrepreneurs.

- Content Management System (CMS)
- Customer Relationship Management (CRM)
- Website Development
- E-Commerce
- Search Engine Optimization
- Search Engine Marketing
- Social Media Strategy, Engagement, and Ads
- Photography & Editing
- Videography & Video Editing
- Web Design
- Content Monetization
- Video Animation

