Project *Investment*

EBWAY CREATIVE

	ENTRY-LEVEL	STANDARD	PREMIER
Price Range	$3,500 – $5,500	$5,500 – $12,000	$12,000 – $35k+
Design Standard	THEME BUILD Mini Website Microsites Landing Pages	SEMI-CUSTOM DESIGN Rebranded to align with your company *eCommerce starts in this category	HAND CRAFTED ONLINE BUSINESS Completely unique, hand crafted web site design and/or ecommerce application development

This website design type is for you if...

"Off the Rack"

1. You need a professional look that will be a **starting point** to communicate your brand
2. **Budget** is the immediate, top priority, but this website will be the path to bigger things
3. Time is **short**, and you require an Internet presence as soon as possible

"From Validator to Performer"

1. You no longer desire a placemat to validate your business card and prefer a lead machine
2. You want **custom design elements** to convey your brand in an original fashion
3. The final product is a professional website with a **variety of bells and whistles**

"World Dominator"

1. Your business requires a **fully-custom design** with many original elements to accelerate lead generation and sales conversions
2. You want amazing graphics and imagery **unlike any other** to fuel your brand growth
3. You are developing a **full-fledged online business** with heavy commerce
4. You require a heavy amount of **SEO, Content Marketing** and/or other **Lead Gen** tools
5. There is heavy emphasis on **user experience** (UX) and how people interact with your website

INCLUDED WITH EVERY WEBSITE WE BUILD

Every website we craft is search engine friendly, conversion focused and integrated with a professional CMS platform.

TECHNOLOGY PLATFORMS

As a premier website design, development and marketing agency we are platform agnostic. We'll help you pick the best platform for your needs.

Questions? Ready to Begin?

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STATS 1500+ Projects 895 Clients 6 Countries

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Delivery *Sequence*

KEY	
Intensive	*Close interaction w/ client and all stakeholders*
Development	*Creative design and production phase w/ internal teams*
Delivery	*The "reveal" of the solution (ie. website/application)*

INTENSIVE	DEVELOPMENT		DELIVERY
1	**2**	**3**	**4**
PLAN	**CONCEPT**	**PRODUCE**	**IMPLEMENT**
Research Collection Understanding Analyze	Wireframes Business Process Flow Charts Use Cases	Visual Design Development Programming Testing	Usability Testing Launch Optimization Quality Assurance
Planning Phase We collect requirements and details from all of the stakeholders. Then, we analyze and compare the market research results to create a revenue-focused solution. This is also a STRATEGIC phase for future planning/consideration.	**Concept Phase** We create wireframes, use case scenarios, conceptual layouts and low or high fidelity prototypes. At this point, we also start writing the main content and marketing copy for the project.	**Production Phase** We work closely with the design, development and content teams to create a revenue-focused brand experience. At this point, we load in the brand messaging/content and refine the Calls to Action (CTA's).	**Implementation Phase** This is the official soft-launch of the website/application. This is also the REFINEMENT phase where we continue to look for areas that can be improved.
Key Players *Stakeholders/Customer, Program Manager, Marketing Team*	**Key Players** *Project Manager(s), Design Team, Developers, User Experience Team*	**Key Players** *Project Manager, Web Designer, Developer, Content Team*	**Key Players** *Project/Program Leads, Marketing Team, Stakeholders/Customer*
Research & Collect Data	**Information Architecture & Interaction Design**	**Visual Design & Development**	**QA & Implementation** *Increased Sales. More Famous!*

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