



WEBSITE DESIGN

the process

Web design is a process, not a random artistic endeavor, so when you work with *Zimmer Radio & Marketing Group*, your website is designed according to a strategic process that consistently leads to great results for companies like yours. You're even able to view your sites' progress along the way.

Here's how it works:

1. **Discover:** Getting to know your business, your customers, your competitors and your goals.
2. **Strategically Plan:** Your website architecture and content strategy is developed to maximize your sales using the results from the Discovery phase.
3. **Design:** Our designers are the best in the business. They'll turn all of this upfront planning into a remarkable design that is sure to keep you up at night with excitement.
4. **Message:** We craft the right messages for the most important pages of your website. Whether for complete copy origination or copy editing and optimization, we create content that draw in visitors and compel them to take action.
5. **Develop:** Your website design is built with a full-feature Content Management System (CMS) that allows maximum performance, flexibility and enables you (or our team) to make updates on the fly.
6. **Quality Assurance:** Before your website launches, it goes through a series of quality-control measures to ensure that it's ready to be seen by your most important customers and prospects.
7. **Launch:** Ah, this is where the fun happens. We'll make sure your site launches without a hitch!

Our proven web design process is tried and true. It consistently results in websites that give our clients the best chance to be found, attract leads and convert sales. By combining innovative strategic marketing, rock star designs, technical expertise and a fully customized CMS, we provide a truly custom website thrives in today's challenging marketplace.