aidasinc

DIGITAL MARKETING

WEB DESIGN MANAGEMENT

Our Process

GET TO KNOW ABOUT US

Our website design, development, and management services bring a strategic perspective to achieve your marketing goals. The process for designing and developing a user-friendly and scalable website is built on top Content Management System (CMS) platforms.

15+

Years of operations

90%

Client retention

10x

Return on investment

One

Mission: Your growth

DEFINING THE GOALS

Understanding Your Needs:

- We'll discuss your business goals, target audience, desired website functionality, and preferences.
- Analyze your competitors' websites to identify best practices and potential areas for differentiation.

Focus on Functionality and Ux:

- Strategically place CTAs to guide users towards desired actions (e.g., contact forms, subscription options).
- Prioritize security and loading speed for a seamless user experience.
- Integrate analytics tools to track user behavior and performance.
- Ongoing support options available.

Crafting a Winning Website:

- We'll recommend a user-friendly CMS platform (e.g., WordPress) that aligns with your requirements.
- Develop a clear site structure that facilitates intuitive navigation and user experience.
- Create a visually appealing and brand-consistent website design that resonates with your target audience.
- Assist with content creation or guide you on developing high-quality content for your website.
- Ensure your website is responsive and adapts seamlessly to all devices (desktops, tablets, mobiles).
- Implement best practices to improve your website's search engine ranking and organic visibility.

www.aidasinc.com

BENEFITS OF A WEBSITE

At Aidasinc, we are passionate about creating stunning, efficient, and results-focused marketing funnels. We understand the significance of an effective website today's digital landscape. Our process outlines our approach that not only meets but exceeds your expectations. We are excited to embark on this journey with your company.

01

Easy Management:

CMS interface allows you to edit and update your website content without needing coding expertise.
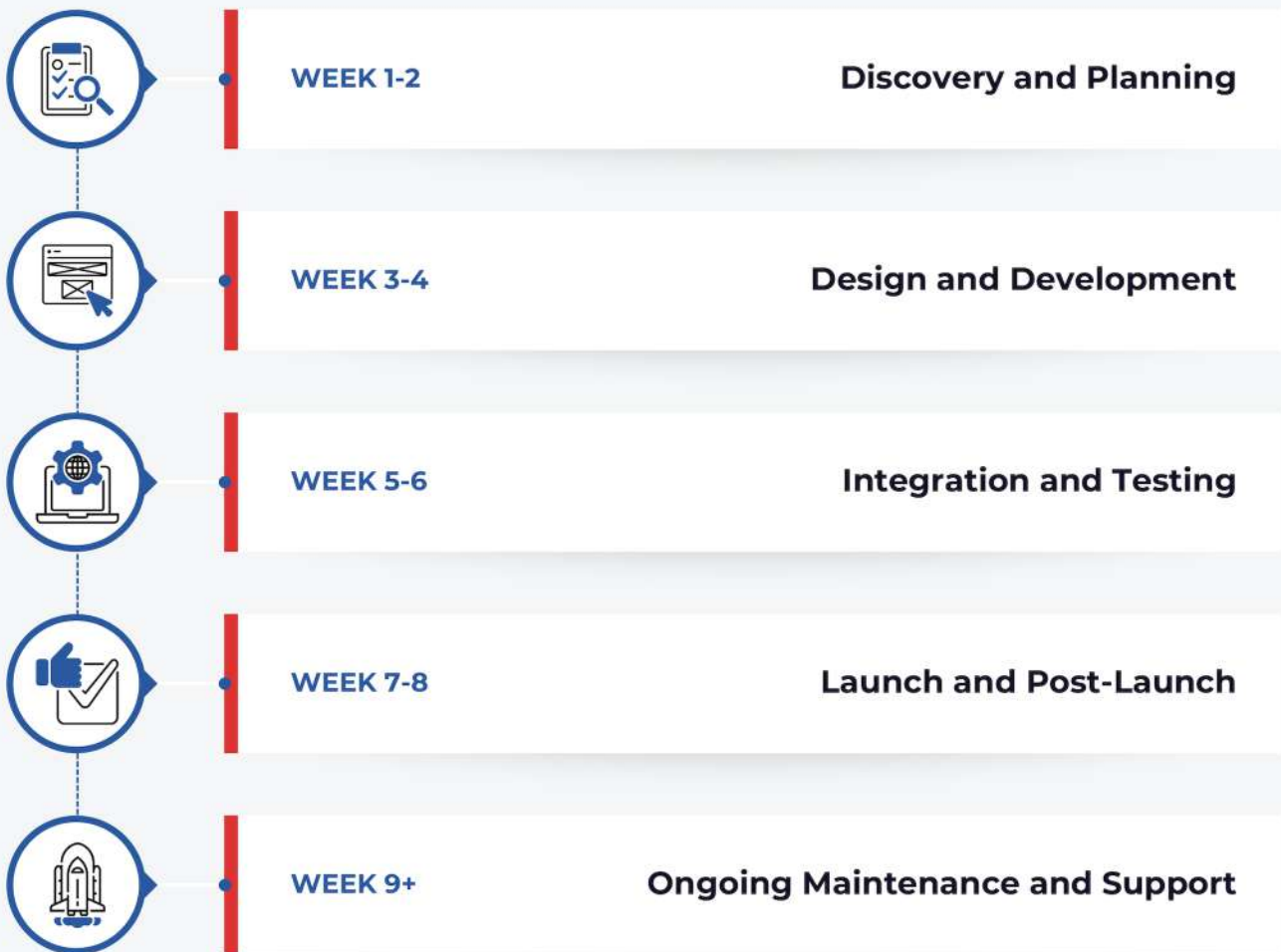
02

Scalable & Flexible:

Adapt and grow with your business needs, with users enjoying friendly navigation and responsive design.

03

24x7 Workhorse:

Built-in features and best practices improve your customer engagement in a cost-effective manner.

TIMELINE AND MILESTONES

| WEEK 1-2 | Discovery and Planning |
WEEK 3-4	Design and Development
WEEK 5-6	Integration and Testing
WEEK 7-8	Launch and Post-Launch
WEEK 9+	Ongoing Maintenance and Support

Please note:
- This timeline is a guideline, and some milestones may occur simultaneously or in a different order depending on project specifics.
- Content creation can be a time-consuming process, and the timeline may need to be adjusted if extensive content development is required.

SPECIFIC MILESTONES
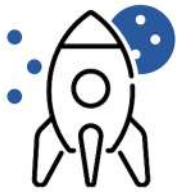
Week 1-2: Discovery and Planning

- Milestone 1.1: Discuss goals, target audience, features, guidelines, and budget.
- Milestone 1.2: Analyze competitors for trends, functionality, user experience.
- Milestone 1.3: Develop sitemap, structure, content organization, navigation.
- Milestone 1.4: Take stock of existing content, plan content for new pages.
- Milestone 1.5: Develop a timeline with key milestones and cost estimates.
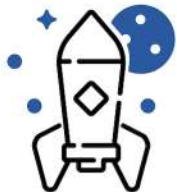
Week 3-4: Design and Development

- Milestone 2.1: Create wireframes to visualize website layouts and user journeys.
- Milestone 2.2: Develop mockups for visual design, branding elements, layout.
- Milestone 2.3: Set up the chosen CMS platform, configure basic functionality.
- Milestone 2.4: If included, create high-quality content for website pages.
- Milestone 2.5: Begin development on approvals, ensuring responsiveness.

Week 5-6: Integration and Testing

- Milestone 3.1: Integrate website content (text, images, videos) into the CMS.
- Milestone 3.2: Thoroughly test functionality, forms, and Ux across devices.
- Milestone 3.3: Implement basic on-page SEO best practices to improve visibility.
- Milestone 3.4: Present for review, address feedback, make necessary revisions.

SPECIFIC MILESTONES

Week 7-8: Launch and Post-Launch

- Milestone 4.1: Deploy on a live server and make it accessible to the public.
- Milestone 4.2: Integrate analytics tools to track user behavior, performance.
- Milestone 4.3: Perform final testing to ensure functionality in live environment.
- Milestone 4.4: Provide training on using the CMS for content management.

Week 9+ : Ongoing Maintenance and Support
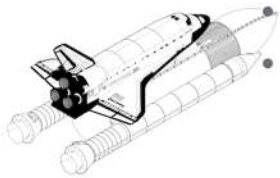
- Ongoing Support: As needed for bug fixes, security updates, content updates.
- Content Marketing Strategy (Optional): Develop a content marketing strategy to attract website visitors and generate leads.

LET'S GET STARTED!

We are thrilled at the prospect of working with your organization. We believe that our expertise and dedication to excellence make us the perfect partner for website goals. To proceed, please contact us to review the custom pricing options and let us know your preferred plan.

We look forward to creating a digital masterpiece together!

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STAY IN TOUCH WITH US!