

# WEBSITE

## Web Design & Development Services

Comprehensive website planning, design, and development is the true passion of the UNANIMOUS web team. Our website projects range in size, scope, and complexity, yet share a professional user experience that engages visitors with compelling messaging and intuitive functionality.

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## Creative Web Design

Your website needs to accurately represent the quality and professional nature of your brand. UNANIMOUS will fully consider your brand's aesthetic and design visually engaging custom layouts for your website. Our graphic designers work closely with the web development team to make sure your website properly blends design, user experience, content, and functionality. Your website will be designed with expansion and growth in mind, prioritize information, and have an intuitive user experience that makes finding the desired information effortless.

## Custom Web Development

With more than two decades of web design and development experience, UNANIMOUS advances organizations by building custom websites that meet business goals and engage visitors. Our web design team is involved early on in the website planning process to assess the ideal site configuration, workflow, and create development efficiencies. Since early 2000, UNANIMOUS has been developing powerful websites using the Drupal Content Management System (CMS) as it provides

UNANIMOUS has been developing powerful websites using the Drupal Content Management System (CMS) as it provides SEO maximization, structural flexibility, revision control, add-on modules, and a premium level of security.

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## E-Commerce & Online Transactions

UNANIMOUS builds websites with e-commerce, online stores, paid event registrations, donations, paid memberships, and more. If you need to keep track of product inventory, class registrations, event tickets, membership lapse dates, or have a wide range of membership discounts that need to be accounted for — UNANIMOUS can help. We work with a wide range of payment gateways and can provide you with recommendations based on your goals and needs.

## API & Third-Party Software Integrations

If your project requires something a little more complex, our team has the skill and expertise to create much more than a brochure website. UNANIMOUS works with several third-party APIs to accommodate various software integrations such as social media, access databases, MySQL, Salesforce, Pardot, Hubspot, and more. Integrating your other systems will create workflow efficiencies in the long run and save your company generous amounts of time and money.

## Website Architecture & Planning

It's crucial for visitors to be able to navigate your website efficiently. The user experience should be your top priority and visitors should be able to find what they are looking for with ease. At the same time, the website management or administration experiences should be intuitive, smooth, and create workflow efficiencies. UNANIMOUS focuses on your site structure and works with your team to organize and prioritize information. Starting with a full site inventory, we focus on goals, objectives, and conversions.

## Google Analytics & Search Console

If you're unable to gauge the effectiveness of your website efforts, then you're not using your website to its full potential. UNANIMOUS installs Google Analytics and Search Console on every site we build to gain insights about visitor behavior, website traffic statistics, time on site, how visitors find your website, their geographic location, and much more. We meet with clients on a regular basis to review information gathered from analytics and the search console and make suggestions about website adjustments, additions, or changes that we think should be made as a result.

## Email Marketing

Reaching your audience via email is an effective marketing technique when it aligns with your brand and is done consistently. UNANIMOUS will work with you to create a professional email template to reflect the look and feel of your organization. We will also assist you with a content strategy, generate contact lists, as well as the execution and delivery of your email campaign.

## SEO & SEM

Search engine optimization (SEO) and Search Engine Marketing (SEM) are essential elements of an effective digital marketing campaign. UNANIMOUS will work with you to understand your goals as an organization and drive the desired website traffic organically. If you're attempting to drive traffic, increase your online visibility, or target a specific audience on your website, UNANIMOUS will help devise a plan to increase your rankings on the most popular search engines.

# Branding

IDENTITY & CULTURE

A strong brand with powerful messaging, logo, and memorable visuals is the ideal foundation for profitable customer engagement. The UNANIMOUS team combines thoughtful research, creative design, and modern technology to create a lasting impact on your target audience.

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# Marketing

RESEARCH & STRATEGY

Connecting with your audience is the key to success in a competitive marketplace. We take time to understand your business, research the market, and make sure you stay top of mind. We will analyze your competition, develop strategies, motivate action, and build customer loyalty.

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# Website

DESIGN & DEVELOPMENT

Comprehensive web design, planning, and development is the true passion of the UNANIMOUS web team. We design professional websites of all size, scope, and complexity. The result is an intuitive user experience, compelling messaging, and effortless visitor conversions.

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# SEE WEBSITE WORK

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