



## Website Strategy

What do you need to include in your website for the best results? Should you be set up for e-commerce or is a service site best for your business? What do you need to do for better organic positioning? From integrating the best SEO (search engine optimization) practices into your website copy to defining the most effective keywords for your PPC (pay-per-click) campaigns, OTW will help you determine what you need to generate sales and energy on your website. View “Our 8-Step Process” and learn why companies turn to us for help on the web.

## Our 8-Step Process

Whether we are starting from scratch with your website or we are redesigning your current website, OTW follows a thorough, step-by-step process to set your company apart from others online.

- 1) Research:** Before starting to work on any site, our team researches your competitors’ and other relevant sites for best practices, commonalities and differentiators that might enhance or be detrimental to your site. We will review formats, links, content management, navigation, blogs, and added services. This information is incredibly informative for us all to start this process. We will research available URL’s and help you get this set up. We will also help you convert your current email system to an email system using your new URL.
- 2) Initial Planning:** The key to success for any project is in the planning. When the project begins, a complete and detailed outline of the website, a site map, will be generated. OTW will meet with all involved parties of your company. If we are redesigning your site, we will collectively map the new outline to the existing website and identify areas in which new content is required. Any major components, such as integrating a custom database or e-commerce, will also be discussed at this time.
- 3) Time Line:** A detailed calendar will be developed by OTW. The pace is dependent on you and how much time you can dedicate to collecting and reviewing information. We will work together to set the timetable. A 30-page site typically is completed within 9-12 weeks and an 80-page site within 12-16 weeks.
- 4) Design:** Our goal is to satisfy you, and this begins with the design. After discussing the goals of your website and what design elements you like, OTW will prepare various design concepts for your review. Concepts will include a home page, a navigation demonstration and a design of internal pages. We will provide three rounds of revisions during the design phase. We will review any existing images you have that could be beneficial to the new site, as well as find images we will need to purchase via stock photography. OTW will hunt for the perfect images that will enhance your site and showcase the type of people and feelings that you are trying to convey. We will also make sure that the images we select are not on your competitors’ sites. We want your site to be fresh and have its own look.



**5) Development:** OTW will build a template based on the approved design. During this same period, OTW will work with you to review copy and to evaluate what information needs to be revised or added. Throughout this entire process, the site will be housed under a workstation to keep you active in the development process. When we have something we want you to see, you can log onto this domain and see it.

**6) Copy:** After researching keywords, we write and display content in the best way to be ranked by search engines. OTW will work with you to revise and write copy to assure best practices for natural SEO (search engine optimization) success. The copy process is handled differently with each client. There are four ways this process can work. You will select the copy variation that works best for you. We bill copywriting by the hour.

1. Your company writes all copy.
2. Your company writes most of the copy and OTW reviews for best SEO practices.
3. OTW writes most of the copy and includes best SEO practices.
4. OTW writes all of the copy and includes best SEO practices.

**7) Review:** As mentioned in the development phase, we feed you sections to review throughout the entire process. Once we have approval on each page, OTW and your company will sit down together and thoroughly review the whole site page by page to ensure accuracy.

**8) Launch:** Once we are all in agreement that the site is ready to go live, we will put your new website up live. At this point, there will be a two-week period where we are making little changes, mostly technical glitches.

We are confident that these steps will combine to create a more robust, user-friendly website. This new, more dynamic site will be better geared to today's web-savvy consumer.

## Contact Us

### OTW Advertising

8 Winchester Place, Suite 306

Winchester, MA 01890

p: 781.729.7229

f: 781.729.4526