

Not Our First Rodeo

A GUIDE ON HOW TO COLLABORATE CREATIVELY
(AND EFFECTIVELY) WITH YOUR AGENCY.



Howdy partner!

Creating a website with DM is a true partnership between your team and ours. Together, we will embark on a journey through the planning, strategy, design, development and launch of your new website. Each step of our process is equally important to make sure your site is visually stunning, flawlessly executed and effective at meeting your specific business goals.

Here's how we can help to make sure this is the best experience you've ever had with an agency. This guide will prepare you for the initial discovery phase of your website and provide important things to consider as we progress in the process.

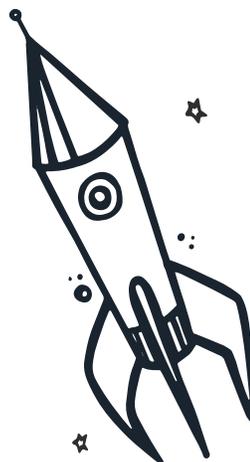


Where no man (except us) has gone before.

The discovery phase is the most important step in the web dev process. This is where we get to learn all about you and your business needs, competition, audience, goals and what you want out of this website.

During the discovery phase, be prepared to answer a variety of questions about your new website and your brand. Before the initial meeting, think through all of the cool things you want the site to do (functionality), some of your favorite websites (inspiration sites), and any third-party software you are currently using and want to maintain on your new site (integrations). We will need to fully understand every element of your project before we move into subsequent phases.





Preparing for launch.

We know that you're excited for your new website and we are too! Properly planning, designing and developing your new site will take a period of well-utilized time. Understanding the production schedule and valuing the process will be key to the success of your project. We promise to work strategically, creatively and as efficiently as possible. Also, keeping your end of the bargain and providing quick review turn-around and approvals will help us keep this engine roaring and ready for a timely liftoff!

We're on a mission.

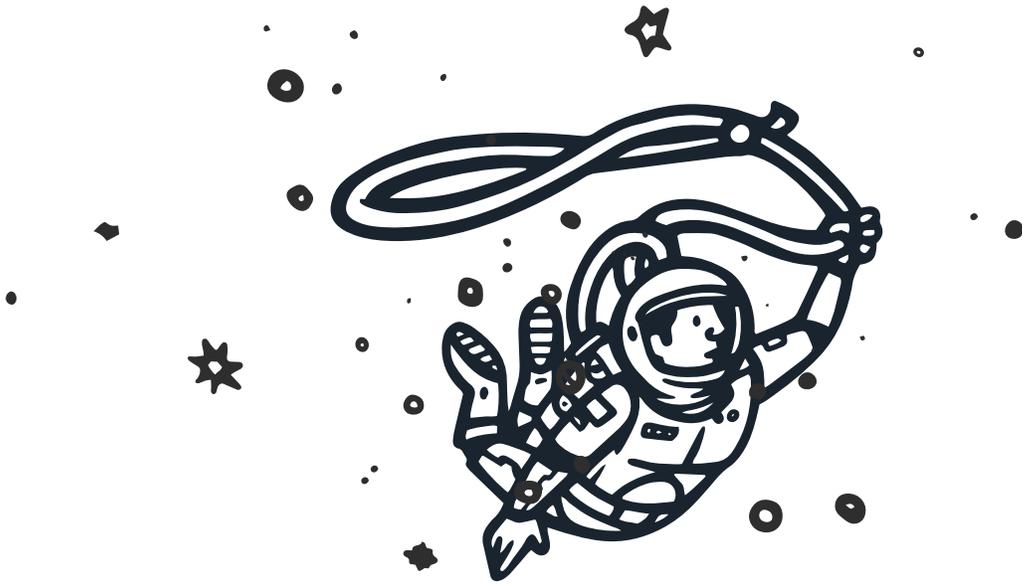
We want to make sure we deliver all of your hopes and dreams in a digital format. To help us along the way, think about the main goal you want to accomplish with your new website. This goal should be driven by your target audience and what you want them to do when visiting the site. When reviewing the progress of your site, remember to keep this main goal in mind.





It's strategy, not rocket science.

Each step in our research process is rooted in experience. Those steps include assessing site analytics and demographic info, searching keywords for SEO and identifying the primary device used to access your website. Strong website design must be strategic. We use our research and data to guide our decisions when planning and designing a site, beginning with the sitemap and content. This research also informs the UI/UX of the site to drive wireframes and design. We build websites based on best industry practices—not personal preference.

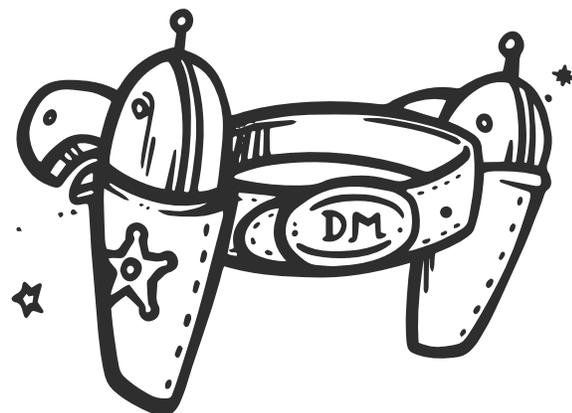


Whoa there, cowboy.

All of our websites are backed by strategy and built to be responsive, always considering the end user when making any UI/UX design decisions. If you question a decision we've made, we encourage you to ask the designer why he or she chose a certain direction. The answer will most likely be backed by data and the intent of creating an optimal experience for the user. We avoid working from guesses or personal preferences, and we hope you'll adopt the same approach. Recognizing your personal bias will be key to launching a successful site for your users.

Take me to your content.

Imagine trying to plan a vacation without knowing how many people were going. Think of the challenges of purchasing transportation, hotel rooms, food, activities. We face a similar situation when building a website when we don't know how much content to accommodate. Content plays a key role in the designer's creative decisions and planning for the user interface of your design. Having your content prepared before we begin the wireframes will help us provide the best user experience and design for your site.





A little moon lighting.

Placing emphasis on the quality of your photos will be essential to creating a gorgeous website. Best practice is to use authentic photos whenever possible. Hiring a photographer to capture imagery for your website is especially helpful. However, we realize that isn't always an option. Using stock photos is a great solution (they can be purchased or free) and will do more for your design than using low resolution, improperly sized photos. Trust us!

Do you copy? No.

Researching your competitors' websites can certainly be helpful with organizing your thoughts, evaluating industry trends and finding inspiration. However, resist the urge to copy your competition. Blindly following what others do isn't always best practice, and what works well for one business might not be the perfect fit for you. Allow your own uniqueness and core competencies to shine through your authentic, creative design.



Give your site some space.

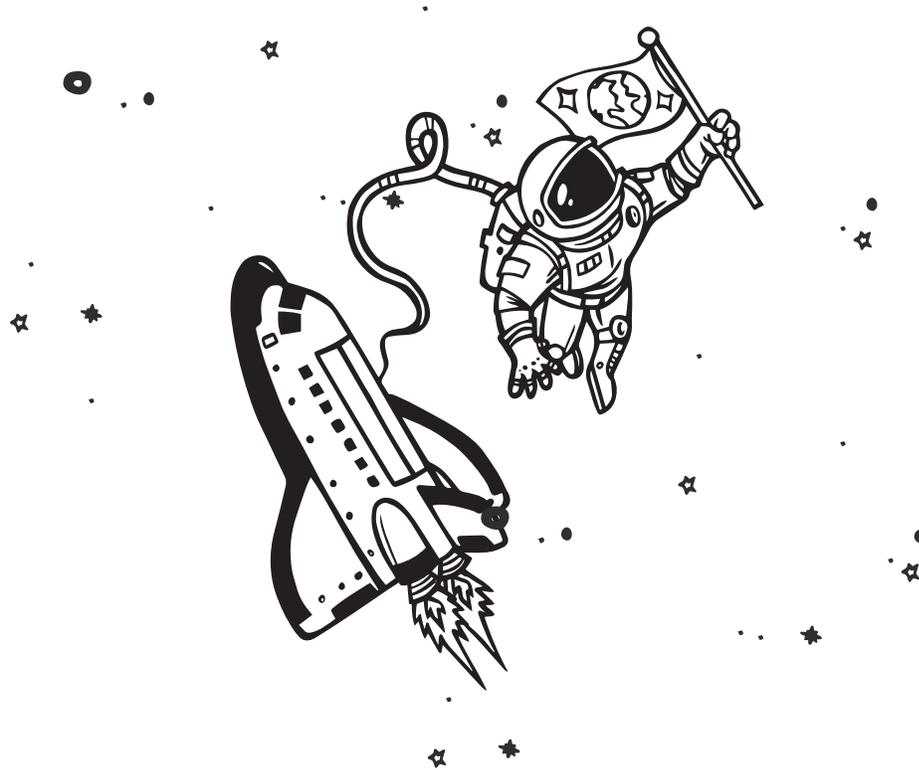
Why is there so much empty space? We hear this question all the time. Whether you love it or hate it, whitespace plays an important role in your design to get your message across quickly and effectively. From clear CTAs to distinction between content sections, whitespace is used to guide the user through your website and lead them to take action.



There's a whole world out there.

It's easy to get caught up in the little details of design and content. Let us worry about the details. When reviewing things like wireframes and design, focus on the bigger picture. Take a step back and make sure we are delivering an experience that is best for your audience. Have we accomplished your main goal(s)? Is the call to action clear? Have we chosen the best photos to represent your brand and company culture? Looking at the bigger picture will be the most productive use of your time and produce better results from your designer.





Captain? Come in.

When providing feedback to the team, focus on communicating what you want to accomplish. Tell us what the problem is and give us the opportunity to present a solution. For example, say you are looking for a brighter look to please your target audience. Instead of insisting on using a specific color (light blue) to accomplish this, allow us the opportunity to hear the issue, make the best recommendation and choose the correct color/treatment for your site. By allowing us to understand the problem first, we can deliver a carefully considered solution.

Roger that.

Thank you for taking the time to join us on our design guide through digital space. We hope you've enjoyed the ride, and we would love the opportunity to partner with you in the near future.

[Welcome to DaviesMoore →](#)

