

How would you evaluate the success (or otherwise) of a good web site design?

Is it one that it looks great? Is it one that you are proud of the way it portrays your business?
Is it one that you and your team believe in it? Is it one that your customers identify with and readily use?
Is it one that it delivers a measurable improvement to your business?

If it is all of the above, you are dealing with the right partner in Big Red Digital.

We are absolutely focused on delivering a web site that works for you on every level: gimmicks free, easy to use, simple to update, accessible for your target market and, most importantly, producing great results for you and your business.

What We Do For You

We agree the design criteria with you at the outset

We profile your key customers and establish their buying motivation

We analyse your competitors and how they approach your market

We develop the key marketing messages to exploit their weaknesses/build on your strengths

We map pages to the types of customers likely to use them

We build a process to convert traffic to positive actions (sales, sign-ups, downloads etc.)

What You Get In Return

A strong presence in your key market areas

Clear differentiators from your competitors

A website that “speaks” to your clients in a way that converts traffic to business

A powerful sales tool

A reliable platform that can grow with your business

Measurable and quantifiable results

A website that more than pays for the investment