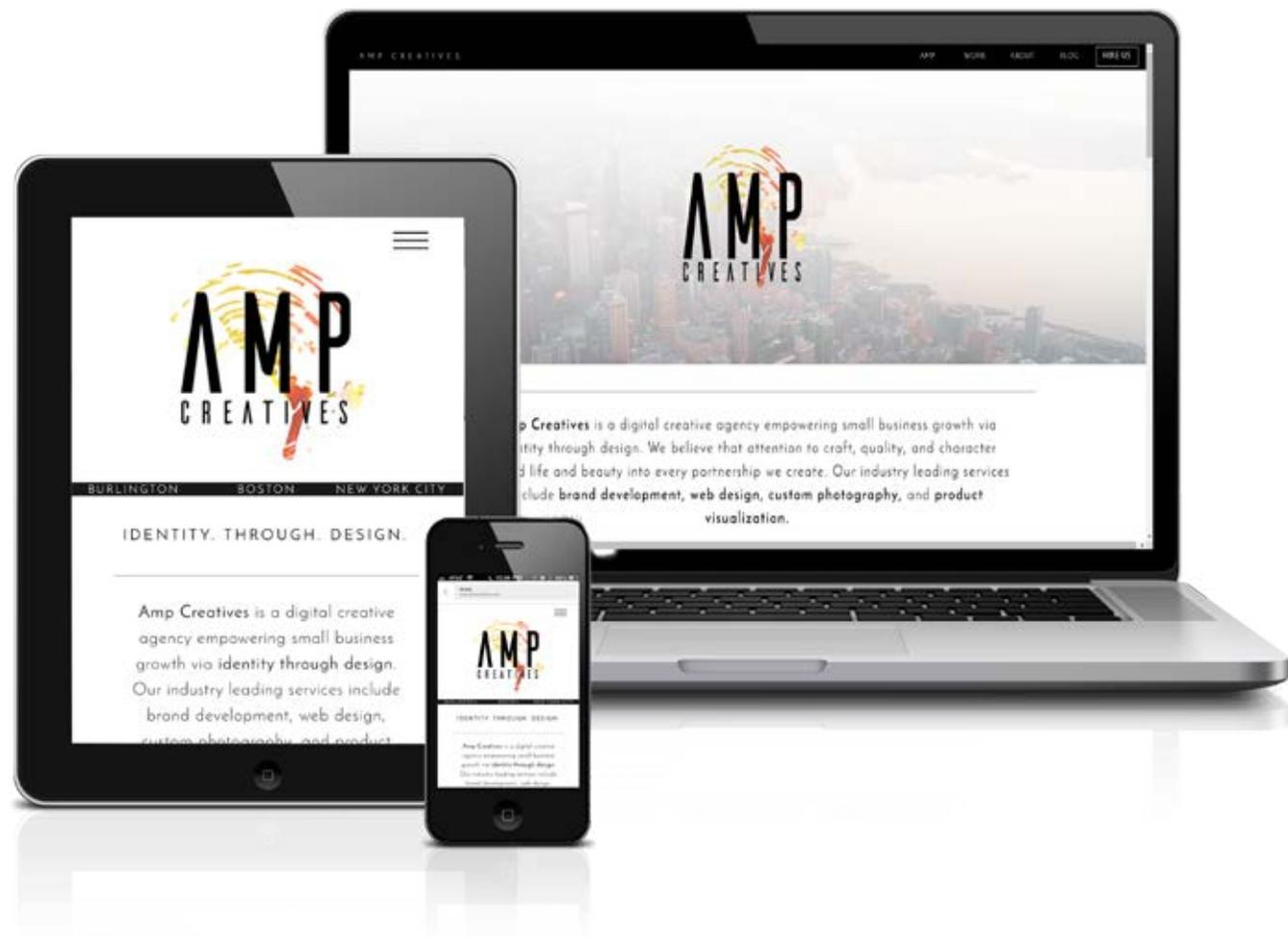






**AMP CREATIVES** is a digital creative agency empowering small business growth via **identity through design**. We believe that attention to craft, quality, and character embed life and beauty into every partnership we create.



**WEB DESIGN  
&  
HOSTING SERVICES**



**AMP CREATIVES'** is proud to offer a wide variety of online services. Our in-house design and web development professionals provide high quality web design, content creation, copywriting, and search engine optimization. Utilizing our web design services we will be sure to enhance your web visibility and more precisely reach your targeted market. Please see below for a full list of web services **Amp Creatives** provides.

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- Custom Website Design
  - Multiple CMS platforms
  - Web Hosting and Maintenance
  - Tech. Support
  - Search Engine Optimization (SEO)
  - Google Analytics Reports
  - Custom Ecommerce Solutions
  - Ecommerce content Creation
  - Ecommerce in Social Media
  - Copy writing
  - Mobile, Tablet, & Desktop integration
  - Social Media Integration
  - SSL Certificates
  - Weekly, Bi-Weekly, & Monthly Service plans
  - Responsive Design
  - Display Remarketing
  - E-Marketing Consulting
  - CMS Training
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**AMP CREATIVES'** transparent design and construction process allows the client to be as involved as they would like. Utilizing online design review platforms and weekly progress reports clients are able to have their thumb on the pulse of the project at all times.

### **HOW WE DO IT...**

We take a structured approach to web design. Our development process was created to ensure every project is delivered on-time and on-budget. Once your web design project kicks off, here is what to expect:

**INITIAL PLANNING** -The first order of business is to sit down with your team and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process.

**WIREFRAMING** - Wireframes are your first chance to visualize the website. While they are not nearly as detailed as the final site will be, they give us a visual representation of the site's overall layout. All wireframing begins by hand (as seen to the left) and is then converted to an easy to read digital graph.



**CONTENT CREATION (OPTIONAL, NOT INCLUDED)** - Once we have a roadmap and general design guidelines we next provide custom content creation including photography, custom graphics / branding, and video. Custom content allows for a seamless design feel throughout your entire website. For more information about your content creation options please contact your local **Amp Creatives** associate. (Pro Tip. High quality content is recognized by search engines and often provides better web visibility than stock or poorly photographed content)

**MOCKUPS** - When all site wireframing is completed and approved, we then proceed with site mockups. These add color and a bit more detail to the initial wireframes, giving us a stronger visual representation of the final product.

**COPY & GRAPHICS** - Once we have agreed on a final design based on the mockups, our team will proceed with development, kicking off two phases in unison. The first involves creating your site's Copy and Graphics. Our team will get to work performing Search Engine Optimization (SEO) and competitive research to develop the necessary copy and images that will flesh out your final site.



**DEVELOPMENT** - At the same time, we will start the technical side of the web design process. This will include deploying your Content Management System (CMS), creating your custom theme and page designs. Additionally, we will begin setting up your website's analytics.

**TESTING** - Once our writers, designers, and developers have finished their work, our Quality Assurance team will begin testing your site's performance and reliability. We will use various tools to benchmark your site for loading, responsiveness, and speed. Lastly, the team will ensure reliability on multiple mainstream web browsers and mobile devices.

**DEPLOYMENT & OPTIMIZATION** - Once we are sure that your site is ready to be released to the public, we will deploy it on your public domain. Afterwards, we will shift to the agreed upon support contract that will last for 12 months. During that period, we will create monthly backups of your site, update scripts and plugins to maintain security and reliability, and perform layout and content updates at your request.



CHECK OUT MORE AT  
**AMPCREATIVES.COM**

OR CONTACT US TO SET UP A FREE PROJECT CONSULTATION AT  
**CONTACT@AMPCREATIVES.COM**

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IDENTITY. THROUGH. DESIGN

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