

JMG A FULL-SERVICE WEB DESIGN & SERVICES AGENCY

We create beautiful, responsive, custom websites that drive organic traffic and convert visitors into leads! Web design is critical to your business's success. As customers have shifted their buying habits from in-store to online, especially after COVID-19, it's essential to have a digital equivalent of a physical storefront or showroom. Just like a brick and mortar location, your website needs to impress customers and increase the chances they'll purchase from you.

As a full-service digital agency, we have a team full of experienced marketers who specialize in web design and development, SEO, paid ads, social media marketing, and branding. So, whether you need to provide better customer support, sell products, or promote your business' brand, our veteran web design team will build you a website that moves your business forward.

HOW MODERN WEB DESIGN HELPS GROW YOUR BUSINESS

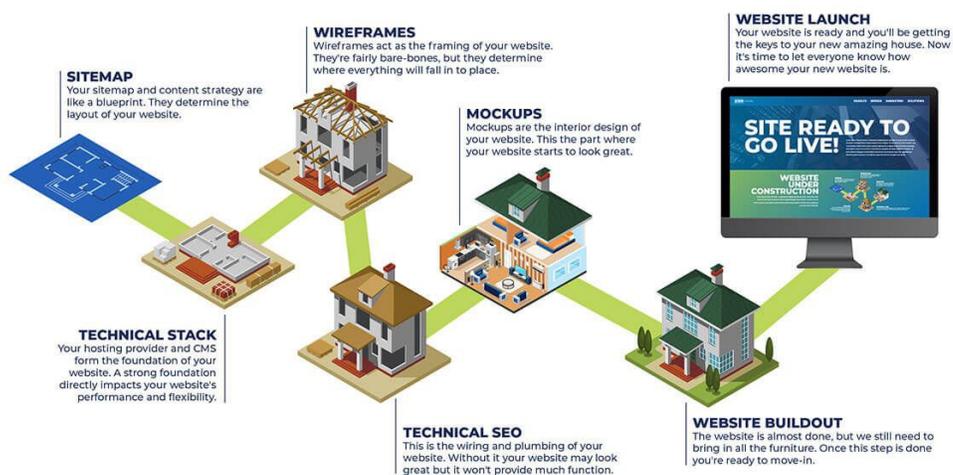
Over 90% CMO's say a responsive business website is essential for a company's success. Visitors come to your website with a purpose — whether it is to know, go, do, or buy something. It's your website's job to help them accomplish their purpose in that micro-moment.

When you hire a web design agency it's important they have the knowledge and skills to successfully inform and guide customers to take action. A well designed website will increase your lead volume and conversions. Driving traffic to your website is also important, so a great web design must also understand SEO at a high level.

We often find many websites have not been designed to meet today's standards. If you're curious to know how well your website has been designed, ask for a complimentary analysis of your current website.

HOW A SUCCESSFUL WEBSITE IS BUILT - PROVEN WEB DESIGN FORMULA

Our professional web design team understand the goal of a website is not to be a digital brochure, but a lead generating funnel. It needs to entice customers to visit, to explore, and to ultimately take action. However, it's not as



simple as throwing up some beautiful graphics and a snazzy headline. A successful website combines great visuals, enticing copy, and an intuitive user experience.

Websites are a combination of web design elements and coding languages (HTML, CSS, PHP, JavaScript, and more). In addition, you have a variety of content management systems (CMS) that your website can be built on (WordPress, Joomla, and Drupal). Bringing those all together successfully is a challenge. However, over the years we've perfected our web design process to work within your framework and provide you an exceptional website that converts visitors into customers.

SITEMAP

Great web design requires content (copy, imagery, and videos), the website layout, and the structure of the website to be built in unison. In order to ensure everything is optimized during development, a content strategy is created during the Sitemap phase.

WIREFRAMES

Wireframes show you how your content will work together with the layout of the website. During this time we start to map out the customer journey and how users will interact with the website.

MOCKUPS

Guiding visitors to the action you want them to take requires great interface design. Mockups are a combination of interface design, graphic design, and conversion rate optimization (CRO). They're the best way to visualize what the overall web design will look like.

TECHNICAL STACK

While you may be able to technically build your own website, you need an expert if you want your website to function correctly. Having the correct hosting and CMS impacts your website's performance and flexibility. Without the proper planning you'll end up with a website that's similar to a house built with an exterior but no plumbing or electrical.

TECHNICAL SEO

The content and menu structure on your website has a significant impact on how Google ranks you for certain keywords. Without proper Website SEO you'll never reach the top rankings.

WEBSITE BUILDOUT

After all the planning and strategizing, it's time to build the website. Proper execution during this phase allows your website to come to life without sacrificing any SEO rankings.

WHAT YOU GET IN OUR WEB DESIGN PACKAGES

Websites are an investment, that if built correctly, will generate a return on investment. At JMG, our award-winning web design team and marketing professionals will make sure your website is built to accomplish your goals.

Whether you need to convert organic SEO traffic, or generate sales on your e-commerce website our web design packages have you covered.

WEBSITE STRATEGY

In order to ensure your website is found and converts visitors, we work with you to develop the strategy that will define your entire website structure. We also detail all the components that will be involved with your project.

WEBSITE SEO OPTIMIZATION

We believe SEO minded web design is the best way to generate leads online, so we ensure your website is properly optimized for it. This included services from cloud hosting options to rich snippets and structured data.

WEB DESIGN

Great graphic design will take your website and business to the next level, but web design is so much more. Proper website structure must be integrated into the design of your website if you want a stable website.

WEBSITE FUNCTIONALITY

Every website has unique features and functionality, which is why we work with you to ensure your website operates the way it needs to. From e-commerce solutions to custom widgets we've got you covered.

WIREFRAMES

Since content is the cornerstone of great SEO, your wireframes help you understand how the content and menu will be laid out in order to maximize SEO and conversions.

MOCKUPS

Mockups help you visualize the final look and feel of your website. In addition, mockups allow you to address any issues you may see before the website is launched.

USER EXPERIENCE DESIGN

Your website will be designed to move visitors through your website so they take the action you want them to. Having a well designed customer journey increases conversions and improves your rankings.

PROPER SITEMAP

Your website's sitemap may seem insignificant to you and your visitors, but it's essential for Google to understand your website. Everything from XML sitemaps to text, images, and videos is crawled by Google.

WEB DESIGN COMPANY SERVICES FAQ

WHO SHOULD I PARTNER WITH FOR MY WEBSITE?

Partner with a Top-Rated Texas Based Digital Agency.

Your website is at the heart of your online branding efforts. It brings every aspect of your business together on the web. It helps you manage and share your content and thought leadership more efficiently. Proper website design undoubtedly helps you improve your company's image and build rapport with your audience. It's the first place you should start, whether you're changing your brand image or launching a new product or service. We have launched a number of new businesses successfully, grown other companies from a small player in the Houston market to an undisputed market leader. We can do the same for you with the right planning and proper roadmap.

HOW LONG FOR MY WEBSITE TO BE BUILT?

Most website builds take 1 - 3 months. However, the size and functionality of your new website impacts the timeline.

WHAT DOES WEB DESIGN COST IN 2021?

Imagine having a sales person who could work 24/7 365 days a year. How much would they be worth to your business? That's what your website is — a never-ending sales machine.

Projects range for \$ 2,500 to \$25,000+. (We have done projects in the 6 figures as well). However, most websites typical will fall in the \$12,000-\$17,500 range if you don't need any fancy customization. While we're not the cheapest option, the quality you get and technical SEO optimization you receive means there's no better value available in the great state of Texas or beyond!

WILL MY WEBSITE BE SEO OPTIMIZED?

Yes! Before we launch your website we'll make sure everything has been properly formatted for SEO. Titles, tags, meta descriptions, etc are all things we check before a website goes live.

WILL MY WEBSITE BE MOBILE OPTIMIZED?

Yes! Having a mobile optimized website is no longer a "nice to have", it's essential. We'll ensure your website looks great and loads fast regardless of what device a visitor is viewing it from.

DO I OWN MY WEBSITE AFTER IT HAS BEEN BUILT?

Yes! You own your website and all content for the website once the project has been paid in full. We do have financing options available.

DO I HAVE TO HOST MY WEBSITE WITH YOU?

No. You are free to host your website with any hosting provider. However, we do offer a number of different hosting options such as cloud hosting for enterprise businesses on AWS, Google Cloud, or Azure. We are a Godaddy Vendor Partner and can arrange a discount for you. You will need to provide your own hosting and SSL Certificate and we can arrange both for you.

DO YOU BUILD E-COMMERCE WEBSITES?

Yes! We know the unique challenges you face as an e-Commerce businesses, so rest assured we'll create a website that not only looks great, it provides an amazing shopping experience as well.

OUR DIGITAL MARKETING METHODOLOGY

Did you know there are over 200+ ranking factors that come into play when search engines decide how to rank a site? This can make it difficult to figure out how to get your website found.

On top of that, the algorithm is constantly changing so your ranks will sometimes yo-yo, or as we like to say, it does the "Google Dance". Here at JMG we got Search Engine Optimization down to a science. It's no mystery why clients see their rankings rise, their traffic rise, and see a solid increase in sales. In the end, it's all about producing predictable, scalable results!

JMG has been offering internet marketing solutions for over 30 years. From our experiences we have crafted a unique methodology — you won't find this strategy anywhere else! We focus on having a highly convertible website or landing page, with SEO layered on as the backbone of the marketing strategy. This all happens before we even consider paid media options.

The first step in the process is a Marketing Strategy Meeting to discover your current ranks, top competitors, and the overall UI visitor experience of your website. We then compare that information to your current business goals and discuss how to better align everything by leveraging the power of digital marketing.

We Focus On These 4 Steps

First we analyze your current situation and compare it to your top competitors, keywords and website. Then, we come up with a strategy focusing on target keywords, on-page SEO, off page SEO, and content creation. After a strategy is developed, we track the analytics of the campaign to calculate ongoing ROI and determine next steps on a quarterly campaign basis. We look for clients that are committed to the long term and who know SEO is an investment that takes time to work.

STEP 1 - ANALYSIS

WEBSITE AUDIT

Our comprehensive website audit looks at more than the layout of the site. We also pull up the source code to see your current on-page characteristics such as headers, meta descriptions, title tags, alt tags, no follow links, and more. We also look at your site load speed, site security, mobile responsiveness, and compare your UX to current best practices.

CURRENT STANDINGS

Here at JMG we have the tools to discover how trustworthy you are in Google's eyes, the keywords you rank for, your ranking trends, SEM history, and more. By looking at where you currently are, we can develop a strategy that will boost your relevance to Google.

COMPETITOR ANALYSIS

We also look at your competitors to discover any possible keywords we should rank for, backlinks we should obtain, and goals we need to set to move your site above your competition.

SEED KEYWORDS

Seeds are keywords that define the base theme of the campaign. These keywords lie on the top line in the keyword value pyramid. We help you define, through research, user intent, the customer journey and the keywords with the most targeted commercial impact and volume.

STEP 2 - STRATEGIZE

After we do a deep dive of your current standings, our team of digital marketing experts come up with a strategy that best fits your goals. To increase your website traffic we first focus on the keyword strategy, on-page SEO, off-page SEO and content strategy.

KEYWORD OPTIMIZATION

This is an essential process to help identify the best possible keywords to target for reaching potential customers and how they will find you. We will conduct an extensive study on what people are searching for on search engines regarding your products or services. We'll then develop the right strategy for you.

ONPAGE SEO

On-site search engine optimization techniques are the actions we take inside your website, which affect your information architecture and site structure. We optimize the internal navigation, overall page layout, and backend using proven SEO techniques that align with Google standards. We will enhance the website HTML coding, fix incompatibilities and errors, set up custom tags, apply correct meta tags, adjust keywords density and positioning, and tweak URLs.

OFF PAGE SEO

Off page search engine optimization techniques are the actions taken outside of your website to help to increase your search engine ranking. This includes improving off page content — this is content where you are mentioned and links back to your site. We execute link building strategies to recruit more quality backlinks to your website from various reliable sources such as articles, directories, online PR, blogs, forums, online communities and social media sites. Off page optimization is an ongoing process that must be done continually to stay on the top rankings and ahead of the competition.

CONTENT STRATEGY

When looking at content strategy we decide what we can salvage as is, what new content we need to create (or update) and what old content can be repurposed. Our experienced copywriters will create any relevant content necessary to increase site traffic. They've created articles on every subject from home services to e-commerce.

STEP 3 - IMPLEMENT

Without proper implementation, your site will never rank. Our experts will put in the work to make sure your plan comes to fruition. Technical SEO is like a circuit, and needs all the pieces fully connected in the right order to let the electricity run through it to propel it to the top of the rankings.

Some aspects of Technical SEO:

- Use SSL
- Mobile friendliness
- AMP
- Structured data
- XML Sitemaps
- Page speed
- Submit your sites
- Broken Links
- Fix Duplicate Content

STEP 4 - REPORT

Always keeping an eye on the prize, through campaigns analytics, is the only way to know if the strategy is working. At JMG we provide up to date analytics every month to show our clients their site performance, keyword rankings, website traffic and more (*we can customize to your needs). Based on the metrics, we work on improving the SEO and content to see an even bigger increase in traffic. We believe ROI is a must. We typically won't even recommend a SEO campaign if we can't model a positive outcome in results.

Consider this for a moment: nearly 33% of clicks go to the first ranking page, and the first five listings get over 75% of all clicks.

If you want more prospects to find your website through a search engine, then you need SEO practices that will help you rank among the top five positions, and ideally number one.

A DIFFERENT APPROACH

Our Methodology is designed to develop pragmatic digital strategies, leading to stakeholder consensus and alignment. We map out the ideal approach to help you capitalize on business, experience, and technology opportunities to create predictable and scalable growth.

Typical engagements include the creation of customer and market research, personas and journey maps, competitive benchmarks, visualizations, business case and ROI analysis, SEO roadmaps, and more.

JMG CORPORATE SOCIAL RESPONSIBILITY POLICY

OUR COMMITMENT

Collectively we are committed to being a leader in social responsibility, respecting the cultural values of all people, creating a safe and inclusive environment for associates, caring for the environment, and addressing community needs. These values are embedded in the day-to-day operation of our business and outlined in our Guidelines for Business Conduct and supporting policies.

COMMITMENT TO ASSOCIATES

We are committed to providing an inclusive environment focused on the safety, personal welfare, and professional development of all associates. Corporate and local policies ensure that associates enjoy a safe and clean workplace free of harassment, discrimination, and violence. Associate engagement and contributions are recognized with competitive compensation and benefits and ongoing growth opportunities within the organization. JMG provides for equal employment opportunity and complies with all legal requirements.

OUR COMMUNITIES

We believe in making the communities around us all stronger. By partnering with community outreach and development organizations, we share our business and operational knowledge to improve growth opportunities for others outside of the company. It is through the contributions of associate time and charitable giving that we work to strengthen the communities around us.

ENVIRONMENT

All the JMG management and staff hold responsibility to protect and improve our environment. Together, we are committed to leading initiatives across the company focused on reducing the impact our operations and products have on the environment.

OUR SUPPLIERS

We actively partner with suppliers that align with our business and social values. We expect suppliers to meet all legal requirements, offer a safe working environment free of harassment and violence to associates, engage in ethical employment practices, actively work to minimize negative impact on the environment, and support the communities they operate in. These expectations are documented in our Supplier Code of Conduct.

THANK YOU FOR YOUR BUSINESS CONSIDERATION

Thank you for your consideration to handle your next online project. If you should have any question please do not hesitate to contact our office at your earliest convenience to discuss any questions or concerns you may have.

THIS JMG SERVICES BROCHURE WAS UPDATED

This brochure has been updated on June 9th 2021. All information and graphical content is w Jarvis Media Group, Inc. 2000-2021

JMG CONTACT INFORMATION

JMG Corporate Offices

Jarvis Media Group Inc.
100 Plantation Dr., Suite #100
Conroe Texas, 77303

Phone: +1 (214) 799-0542

Text: +1 (214) 799-0542

Email: jarvismediagroup@gmail.com

Website: [Https://www.johnjarvis.me](https://www.johnjarvis.me)