Creating Websites That Connect People

At Raka we've seen a lot of website projects, with a lot of different companies and a lot of different business goals.

This isn't a short or simple process—but we think it's the right one. We've developed this process over 14 years because we've found that, at the core of any website project is a desire to connect with your audience in a real, helpful way—and that's the kind of website we want to create for you.





Step 1 Discover (4-6 weeks*)

To do that, our first step is to understand who your company is, what makes you different, and why that appeals to customers.

- Document and develop brand voice, messaging, and overall style • Gather website benchmark data
- Complete an analysis of your main competitors
- Create or refine your company's buyer personas to better understand your prospects





At this point, it's time to set goals and figure out how to reach them. We work with your team to create **SMART goals** and identify important KPIs (Key Performance Indicators).



KPIs could be website traffic

SMART goals

specific, measurable, attainable, relevant, and time-bound

Learn More

we've gathered to build you a **full** digital marketing and website strategy, outlining the tools and tactics that will be used to reach those goals.

We then use all of the information



Step 3 Create (10-15 weeks*)

With the strategy as our blueprint for success

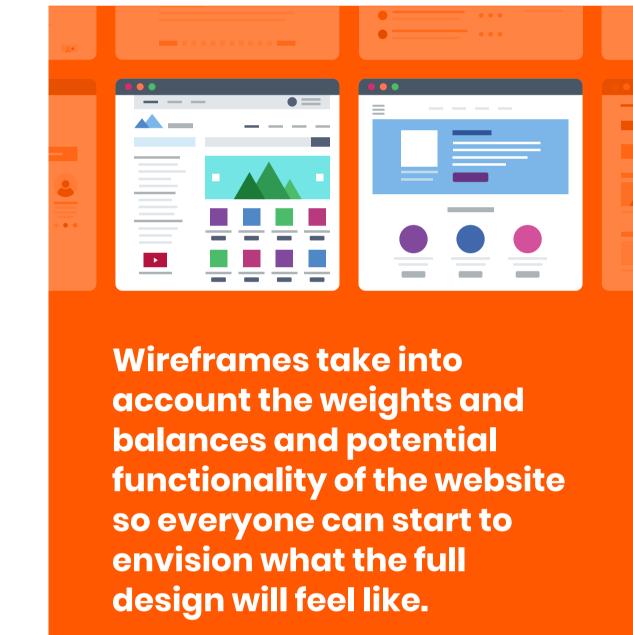
we then move into the design and **development** phase of your website project. It looks something like this:

Step 1: We build a site architecture (think of

it like a map of your website that shows how

pages relate to one another) that considers SEO, user experience, and brand messaging. **Step 2:** We create **wireframes** that show the general organization of content on a web page

and how its components relate to each other and the user. **Step 3:** This is where we show you our **creative vision** for your



to build a website? A Timeline from our Digital Agency

How long does it take

Step 4

We'll work together to perfect these designs before handing them off to... **Step 4: Development!** The actual website building. Our developers

website, based on all of the work we've done together to this point.

with our strategists and designers to bring your vision to life. All of our websites are designed and built to be responsive for all devices, including desktops, laptops, tablets, and mobile devices. **Step 5:** A test site is provided and both our team and yours have the opportunity to review for quality assurance. When everyone is thrilled with the result, we launch!

create the programming for your website, all while working closely

Measure Remember those **KPIs** we talked about in the planning phase? This is where we get to see the results of all that hard work.

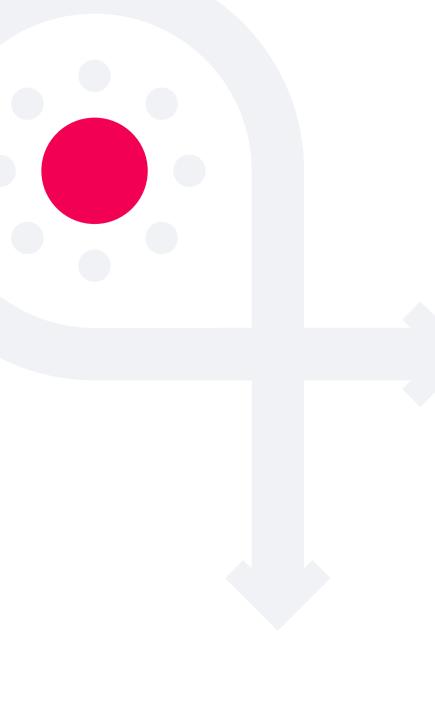
Using tools like Google Analytics, HubSpot, Moz, SEMRush, HotJar, and more, we report back on the

Our long-term partners receive this customized regular **reporting** monthly and/or quarterly so that together we can see what's working and what needs improvement.

progress your brand is achieving in key metrics.



activities is one of their biggest challenges. Source: HubSpot State of Inbound 2016





Step 5

This is possibly the most important service we provide to our partners, and we consider it paramount to a successful project.

Still with us? Great, then we want to talk to you.

Tell us about your business.







