

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



So, what are buyer personas?

What are buyer personas and why do you need them?

Step 2 Plan

(2-4 weeks*)

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 and sources, conversion rates, lead generation, keyword rankings, and revenue

[Learn More](#)

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

[Learn More](#)

We then use all of the information 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.

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.



Wireframes take into account the weights and balances and potential functionality of the website so everyone can start to envision what the full design will feel like.

How long does it take to build a website?

[A Timeline from our Digital Agency](#)

Step 3: This is where we show you our **creative vision** for your website, based on all of the work we've done together to this point. We'll work together to perfect these designs before handing them off to...

Step 4: Development! The actual website building. Our developers create the programming for your website, all while working closely 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!**

Step 4 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 progress your brand is achieving in key metrics.

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.

Almost half of marketers report that proving the ROI of their marketing activities is one of their biggest challenges.

Source: HubSpot State of Inbound 2016

Step 5 Evolve

In digital marketing, you need to be constantly evolving to meet your prospects' changing needs, incorporate new technology, and stay on top of trends in user experience (UX), web design, SEO, automation, AI, and more.

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.](#)