

the CREATIVE VOICE

ISSUE NO. 2

Our Website's Getting a Facelift



We all know the old adage, “If it isn’t broken, don’t fix it”, and while there is some value to that thought process, it doesn’t necessarily apply to websites—in fact, updating your website can be your most important marketing tool.

With the rapid speed of evolving technology, along with changing algorithm requirements from search engines, SEO and analytic tracking can be compromised. It is critical to stay up to date with these requirements to ensure a positive user experience. Putting effort into a campaign that leads visitors to your site is the standard mission, having them arrive there with potential glitches isn’t.

In addition, this can be an opportunity to further define your brand statement and tell your story—there’s a good chance that your story has evolved from what it was five years ago.

We understand the importance of maximizing technology in developing a website that will serve as a robust marketing tool. We also practice what we preach, hence, **let us introduce our new website to you.**

Our process began with the mission of telling our story in a way that truly spoke of who we are while visually demonstrating the creative character of our company. What better way to do this than get the input of the people who are immersed in the work we do every day. Because we all played a part in the building of the site, we feel it truly reflects the ethos of our brand with a fun, colorful nod to our roots— “Creativity”.



[VIEW THE NEW SITE!](#)



MAKE AN IMPACT

Having a well-developed website is crucial in leaving a positive impression on potential customers. Think of your website as a digital storefront; use it as a way to tell your company’s unique story and stand out from the competition.

- 1 Before you create your site, brainstorm what the theme will be, including fonts, imagery, and colors to create a consistent look.
- 2 Use attention grabbing, relatable photos with common elements including filters, graphics, type, and core business info.
- 3 Ensure your website is easy-to-navigate; tabs should be clear and apparent.
- 4 Readability is a key factor when creating a website. Choose two or three main fonts that are distinguishable and match your theme. Universal colors such as black or grey are the safest.
- 5 Have a designated person to go into the server or content management system every month to update and check on your website. Due to evolving technology and malware concerns, we frequently monitor our websites in order to keep up with demands and trends.

Your website is the backbone of your business. It’s the hub where every type of advertisement or piece of content that you put online will drive customers back to learn more about a particular product or service you offer.

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