

Trail Map

Our Process
To Creating Great Websites



Ad Ventures
Take Your Business Places®

1

Unearth... *the core of your business*

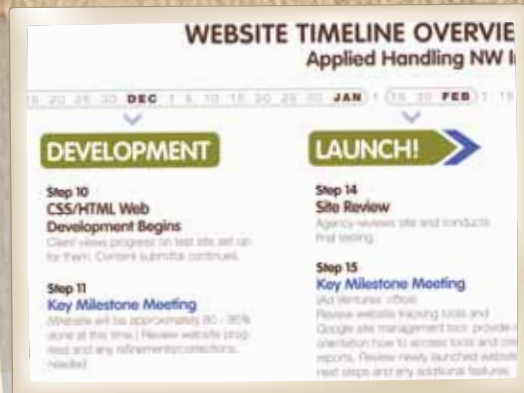


Hello Partner! This is where you show us around your place, literally or virtually. We dig deep to bring to light what makes your company unique. We uncover your business personality and voice, and discover your competitive edge.

2

Plot... *your timeline*

A timeline is planned and designed to be flexible to meet your needs. If you want a fast-track website turned around in a couple of months, we can plan for that. If you need more time to rally your troops for help gathering content, we can adapt to your working style and plan a longer turn-around timeline.



9

See... *the site(s)!*

See your new site, but there'll be no surprises. What you see is exactly what you expected and hoped for. Because you were informed and involved, viewing step-by-step progress of the building of your website. Enjoy the view



10

Reach... *the top!*

The view is the best up here where your target audience can see you. During this stage, we fine-tune your search engine optimization to put your website on top of Google, Yahoo and Bing search results. And we track your website performance through Google Analytics and various other online marketing tools...to expand your horizons.

3

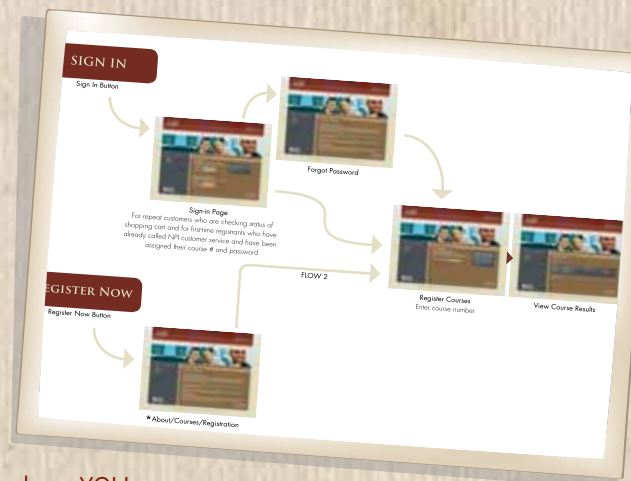
Explore.... *kick up some dirt!*

It's a must-do: checking out the good and the bad in your competition. Ad Ventures reviews your competitor websites to dig up what they do right... but mostly for what they do wrong. (Know the ruts to avoid!) A fresh perspective helps "smooth the path."

4

Scout... *your route*

Just like how you know how to get around in your business, a carefully planned navigation route will help guide web visitors to where YOU want them to go. With planning comes careful evaluation of your website objectives. Should your web visitor be guided through pages in a specific sequence? Or should they be provided the option on short cuts to specific pages? One thing is for sure, we design your navigation and home page so that any visitor will know where to click next in less than 5 seconds.



8

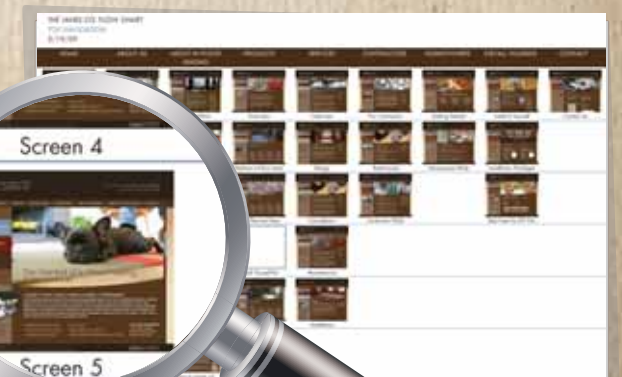
Tell... *your story*

Persuade your website visitors through a blend of carefully-selected photos and words. The pictures do the talking by establishing the mood and voice of your website. And the words do the walking, guiding the reader from one page to the next. Ad Ventures reviews hundreds of photos, finding just the right ones to reinforce your message. After all, the ideal photo is worth a thousand words, the best way to tell your company story.

7

Expand... *your view*

Take a look at the landscape and you'll see the makings of your entire site at a glance.



6

Choose... *your path*

Ad Ventures presents two or three visual home page designs, each one featuring a unique concept. Which path, which design? You choose, then we refine based on your feedback.



5

Stake... *your position*

Find the best words to say what you do and then own them. Ad Ventures creative team conceptualizes ideas how best to position your organization or business in your new website. During this creative development phase, we write positioning statements, headlines and brainstorm website theme ideas.

Take Your
Business
PLACES

Our Process To Creating Great Websites

Our approach is a direct route to reaching your marketing goals. We understand that your organization is like no other, and so we are careful to take the time to look at it from different angles and fresh perspectives - to identify the best courses of action to take.

The key element in our creative process is keeping you, our client, informed every "step" of the way. We do this with visual guides.

See The Interactive Map At:
www.AdVenturesDesign.com

