

# CUSTOM WORDPRESS WEBSITES FOR FORWARD-THINKING BRANDS

Power your digital strategy with a feature rich,  
easy-to-maintain website by Responsory



**RESPONSORY**  
DIRECT YOUR BRAND™



# WHAT DO BLOOMBERG, T-MOBILE AND SALESFORCE HAVE IN COMMON?

## Their Websites Are Powered by WordPress<sup>1</sup>

Welcome to Responsory, a full-service marketing agency at the forefront of digital innovation and strategic design. With over 25 years in business, we're passionate about harnessing the power of WordPress to bring your ideas to life. With unparalleled flexibility, user-friendliness and customizability, WordPress is our platform of choice for creating dynamic websites that engage and drive real business results.

So take a look at how our comprehensive WordPress website design and development services can help your brand shine even in the crowded digital landscape and become your best marketing asset.



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<sup>1</sup><https://trends.builtwith.com/websitelist/WordPress>



# WORDPRESS: THE PLATFORM OF CHOICE FOR MODERN WEBSITES

In a digital-centric world, having a robust online presence is not just an advantage; it's a necessity. As the world's most widely-used content management system (CMS), WordPress offers the level of versatility, flexibility and support that makes it the ideal platform for businesses of all sizes and industries.

Here's why we trust WordPress for our clients' website design and development needs:



## UNIVERSALLY TRUSTED AND RELIABLE

WordPress, powering over 40% of the internet's websites, is renowned for its stability and security, serving businesses from startups to large corporations.<sup>2</sup>



## USER-CENTRIC AND ACCESSIBLE

Understanding the importance of user experience, WordPress features an intuitive interface for easy content updates and adheres to accessibility standards, broadening your audience.



## CUSTOM FLEXIBILITY

Offering thousands of themes and plugins, WordPress supports limitless customization for e-commerce, blogs, and business sites, adapting as your business evolves.



## SCALABLE FOR GROWTH

WordPress's scalable architecture ensures your site can grow in functionality and content seamlessly, aligning with your business's expansion.



## SEO-FRIENDLY

Optimized for search engines, WordPress's clean code and regular updates, along with numerous SEO plugins, boost your site's visibility and traffic.



## STRONG COMMUNITY SUPPORT

With a global community of developers and users, WordPress offers support and resources. Responsory leverages this network to incorporate the latest WordPress features into your projects.



<sup>2</sup><https://w3techs.com/technologies/details/cm-wordpress>

# PLUGINS AND INTEGRATIONS: MAXIMIZING VALUE WITH SMART SOLUTIONS



## Advanced Custom Fields (ACF)

Offers powerful content customization options for developers, streamlining content management.

## Yoast SEO

Streamlines SEO, enhancing your site's search engine visibility.

## Essential Grid

Creates responsive grids for various content types, elevating site aesthetics.

## Gravity Forms

Simplifies data collection with custom forms, improving audience engagement.

## Wordfence

Ensures site security with robust protection features.

Without delving into costly custom development, we select and utilize leading plugins to tailor your site's functionality precisely to your business needs—from boosting SEO and enhancing e-commerce to integrating social media seamlessly.

**Affordable Customization:** Our solutions offer key features for growth without a high cost, ensuring your site is ready to scale.

**Seamless Integration:** We ensure every plugin not only boosts your site's capabilities but also fits flawlessly with your setup, enhancing user experience and performance.

**Protected Performance:** We thoroughly check plugins for security and compatibility, ensuring your site remains secure, fast and supported.

## PLUGINS WITH PURPOSE

We build sites for speed, efficiency and functionality using these plugin faves and many others.

## AccessiBe

Ensures website accessibility compliance, improving site inclusivity for users with disabilities.

## Mailchimp

Streamlines email marketing with easy sign-ups and campaign automation.

## Cookiebot

Manages cookies in compliance with state and federal laws, enhancing data privacy and user transparency.

## WooCommerce

Converts your site into a complete e-commerce solution, supporting sales and inventory management.

## HubSpot

Enhances marketing, sales, and service efforts with comprehensive tools.

# MAXIMIZE YOUR IMPACT WITH END-TO-END DIGITAL SERVICES



## WEB AUDITS & RESEARCH

Identify key improvements for website optimization.



## COPYWRITING & CONTENT

Create SEO-friendly, engaging content to match your brand.



## WEB MAINTENANCE & SUPPORT

Ensure your website's security, currency, and functionality.



## SEARCH ENGINE OPTIMIZATION (SEO)

Enhance search rankings to increase traffic and leads.

## COMPREHENSIVE DIGITAL SOLUTIONS



Our design philosophy centers around creating user-centric websites that not only look great but also provide an intuitive user experience. We prioritize responsive design, ensuring your site looks perfect on any device, and accessibility, making your website usable for everyone.



## ANALYTICS & REPORTING

Provide optimization insights for improved engagement.



## EMAIL MARKETING

Engage audiences to boost content impact and conversions.



## PAY-PER-CLICK (PPC) ADVERTISING

Drive immediate, targeted web traffic.



## VIDEO PRODUCTION & INTEGRATION

Enhance digital presence with video content.

**...AND MORE!**

## SPECIALIZED SERVICES

We offer specialized [website design and development services](#) for the pharmaceutical, healthcare and insurance markets, leveraging our deep industry knowledge to meet specific challenges and compliance requirements.



# STREAMLINING SUCCESS: INSIDE OUR DIGITAL WORKFLOW

Our [digital design and development workflow](#) transforms vision into value, seamlessly guiding projects from concept to completion. This five-phase approach combines innovation with precision, ensuring expert handling at every stage. Discover how our workflow lays the foundation for success.



## RESEARCH & DISCOVERY

We begin by thoroughly understanding your business goals, audience, and market, through client sessions, goal setting, interviews, and analyses of your audience, competition, content, SEO and UX. This ensures our redesign is tailored to both user needs and business targets.



## PLANNING & STRATEGY

Armed with insights, we draft a strategic plan, outlining a project scope, designing a user-centric sitemap, wireframes and developing content and SEO strategies. Our focus is on purposeful, engaging site elements to boost user interaction and search rankings.



## DESIGN & DEVELOPMENT

Our teams collaborate closely to bring your digital vision to life. From mood boards and design mockups, to content creation and search engine optimization, to cross-platform development and integrations, our cross-functional team ensures your site looks and functions perfectly.



## TESTING & LAUNCH

We rigorously test your site to ensure optimal performance and user experience. After content reviews and quality assurance checks, we hand it over to your team for user acceptance testing. Once all parties are pleased, we schedule and launch your site, then follow it up with documentation and training.



## MAINTENANCE & OPTIMIZATION

Post-launch, we offer continuous support, from updating content and reporting site performance to performing regular site maintenance and managing backups. Our dedication ensures your site stays up-to-date, secure and aligned with your business goals.



# WHY RESPONSORY IS YOUR PERFECT DIGITAL PARTNER

Choosing Responsory for your digital marketing and web development needs goes beyond selecting a service provider; it's about partnering with a team that's committed to your success. Here's why Responsory stands out:

## Comprehensive Strategy

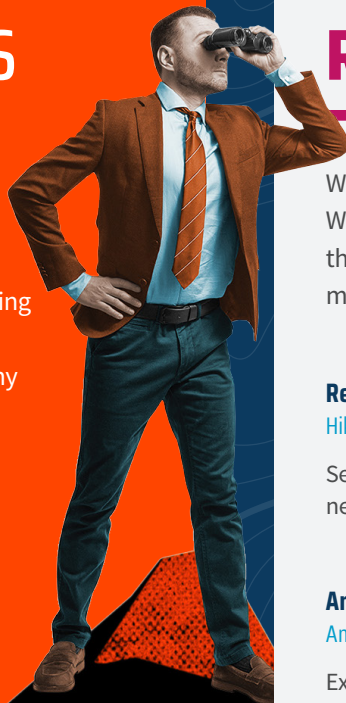
Our approach integrates marketing strategy, design and technology to deliver measurable results.

## Expert Team

Our team of designers, developers and strategists are WordPress experts, versed in best practices and the latest trends.

## Client-Centric

We tailor our process to meet your needs, offering seamless communication and project management.



## RESULTS MATTER

We've helped businesses across all sectors unlock their online potential through WordPress. From increasing engagement with intuitive design to boosting sales through SEO-optimized content, our clients' success stories are a testament to the magic that happens when you combine WordPress's capabilities and our expertise.

### Reimagined Website Helps Connect with Key Audiences

[Hikma Pharmaceuticals - Kloxxado®](#)

See how a fresh, audience-centric approach helped breathe new life into life-saving medication's digital marketing strategy.

### Amplifon Makes Selling Medicare Advantage Benefits Personal

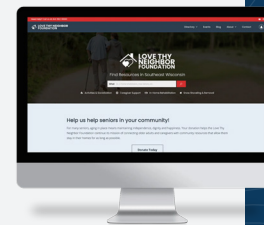
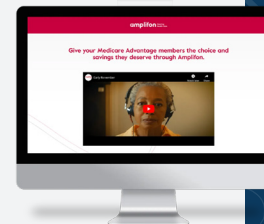
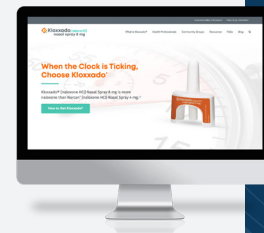
[Amplifon Hearing Health Care](#)

Explore how we helped Amplifon Hearing Health Care create a unique and customizable digital experience for Medicare Advantage prospects.

### Fresh Brand and Dynamic Website Help Seniors Age in Place

[Love Thy Neighbor Foundation](#)

Find out how a new directory website helps this Milwaukee-area nonprofit achieve its mission to connect seniors and caregivers with local resources.





# READY TO GET STARTED?

Starting your WordPress project with Responsory is just a conversation away. Contact us to schedule an initial consultation, where we'll discuss your vision, objectives and how we can turn them into digital reality.

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