

WORDPRESS WEBSITES

BY



We build easy-to-maintain, SEO-friendly websites that engage audiences and spur action.

We Build



Websites & Microsites

- **Full-service** development that goes well beyond web design.
- **Audits, research, copywriting, interactive wireframing, SEO** optimization and post-launch maintenance and more.

Landing Pages

- Spectrum of services to **plan, create and publish landing pages** tailored for a specific campaign.
- Our focus is on the **7 highly influential elements** of a high-converting landing page.



Services



Copywriting & Content Creation

Unlike typical web shops, Responsory has a team of experienced writers who specialize in search engine optimized copy development for all digital formats.



Custom Design to WordPress

Google, Bing and others love WordPress, helping it maintain its dominance in the CMS world. A custom website is yours with an abundance of plugins and functionality flex.



Migration to WordPress

When your current website proves difficult to maintain and optimize, its time for change. Our migration process makes the effort less daunting and produces an end result that's more than worth it.



Website Audit Services

How's your site doing? Get a complete and detailed analysis of your site's health, performance and speed. Responsory's pros will tailor a meaningful report and recommendations.



Blog Dev & Maintenance

Hire Responsory's blog pros to host a powerful content delivery channel. It will increase search traffic, illustrate thought leadership and build authority, generate engagement and leads, and improve search rank.



Ongoing Maintenance Services

Don't let lack of time and resources allow your site to suffer. Stagnant or outdated content, lack of updates, downtime, errors, and lackluster functionality will undermine your online presence.





Open Source & Tons of Resources



The #1 mistake businesses make when choosing a web solution is underestimating the importance of ongoing maintenance. Ease, cost and access to resources should be top of mind when comparing options.

Customization without Cost Penalty

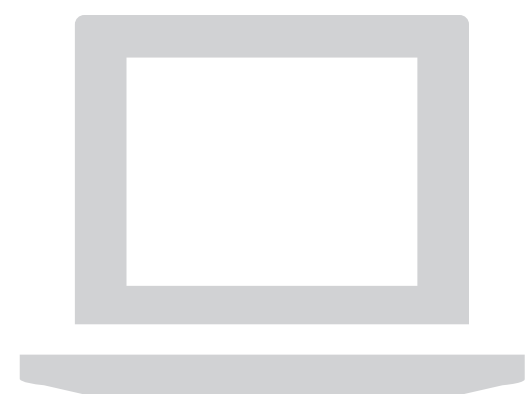


True, comprehensive customization on any other platform comes with a hefty price tag and/or significant limitations. WordPress offers thousands of plugins and the largest sharing community.

SEO Friendly Out of the Box

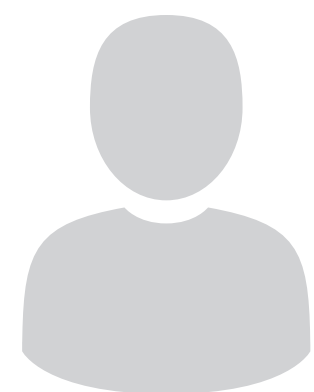


Google loves WordPress because it is written using standard compliance high-quality code and produces semantic markup. It is SEO friendly out of the box and we'll use plug-ins to further optimize for your needs.





Why
WordPress
for your
users?



Design for the Long Haul



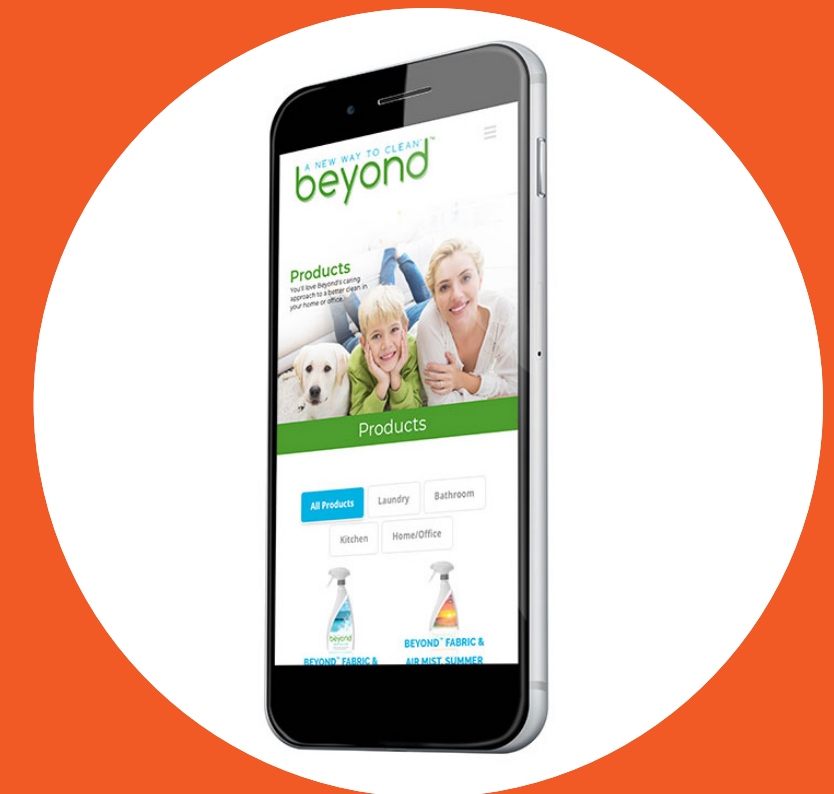
When choosing a web solution and partner, don't underestimate the importance of flexibility, maintenance and support resources. You'll need your site to grow with you, remain updated and easily enhanced.

User Friendly and Engaging



Adding features and functionality to make your site captivating should not come with a price penalty. WordPress comes with countless options to amp-up the click and swipe worthiness of every page, and many of them at no extra cost.

Responsive Design



It's a no-brainer but we still see poor mobile design everywhere. WordPress makes mobile-first a natural approach with standard compliance features, high-quality code and semantic markup. Best of all, its SEO friendly out of the box, and with plug-ins, we can further optimize for your needs.



Plug-Ins With Purpose



Rely on Responsory to build your site on best practices that improve user experience and promote engagement.

We build sites for speed, efficiency and future-friendly functionality with these plug-in favs and many others:



Gravity Forms

The most trusted WordPress form plugin. Integrates with most popular CRMs.



Yoast WordPress SEO

Yoast WordPress SEO - the most complete WordPress SEO plugin. It handles the technical optimization of your site & assists with optimizing your content.



Essential Grid

Essential Grid - lets you display content on your site in a filterable grid layout, including posts, products, images, videos.



W3 Total Cache

Improves the SEO and user experience of your site by increasing website performance, reducing load times via features like content delivery network (CDN) integration and the latest best practices.



Wordfence

WordPress security plugin provides free enterprise-class WordPress security, protecting your website from hacks and malware.



Design & Development Workflow

Ready, Set ... Go!

When you're ready to build a better digital experience for your target audiences, let Responsory be your guide.

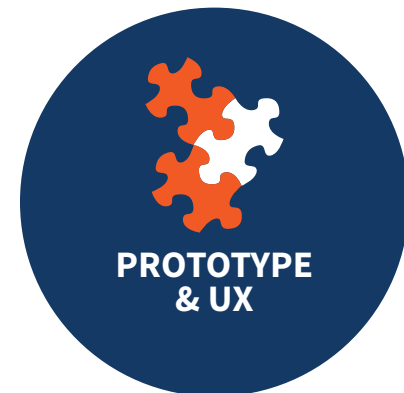


**TOUR OUR
WORKFLOW ▶**



RESEARCH &
STRATEGY

- ✓ Scope of Work
- ✓ Technical & Design
- ✓ Requirements
- ✓ Tech Recommendations
- ✓ Information Architecture
- ✓ Project Timeline



PROTOTYPE
& UX

- ✓ Page Template Planning
- ✓ SEO Copy & Content Development
- ✓ Rapid Application Prototyping
- ✓ UX Development Testing
- ✓ Hosting/Database Set-up



CONCEPT
& THEME

- ✓ Creative/UI Concepting
- ✓ Front-end/CMS Development
- ✓ Prototype Theming/Skinning
- ✓ Asset Library
- ✓ Themed Prototype/Site



TEST &
FINALIZE

- ✓ Completion of Core Development
- ✓ Proofing & Revisions
- ✓ Beta Site Testing
- ✓ Final Prototype/Site



LAUNCH &
POST-LAUNCH

- ✓ Hosting Coordination
- ✓ 301 Redirects
- ✓ Analytics Integration
- ✓ Push Site Live/Hard Launch
- ✓ XML Site Map Submission



Services Tailored for You



Much More Than Developers

Cutting-edge targeting. Compelling content. Better engagement. Choose Responsory for our strategically creative vision, digital marketing prowess and comprehensive depth of services...from audits and research to affordable, ongoing maintenance.

Proactive Communications

Working with marketing experts means you'll receive counsel well beyond image selection and button colors. Your Responsory team will play a hands-on role in strategically planning, writing, designing and building your site while keeping you apprised every step of the way.

Results, Now & Beyond

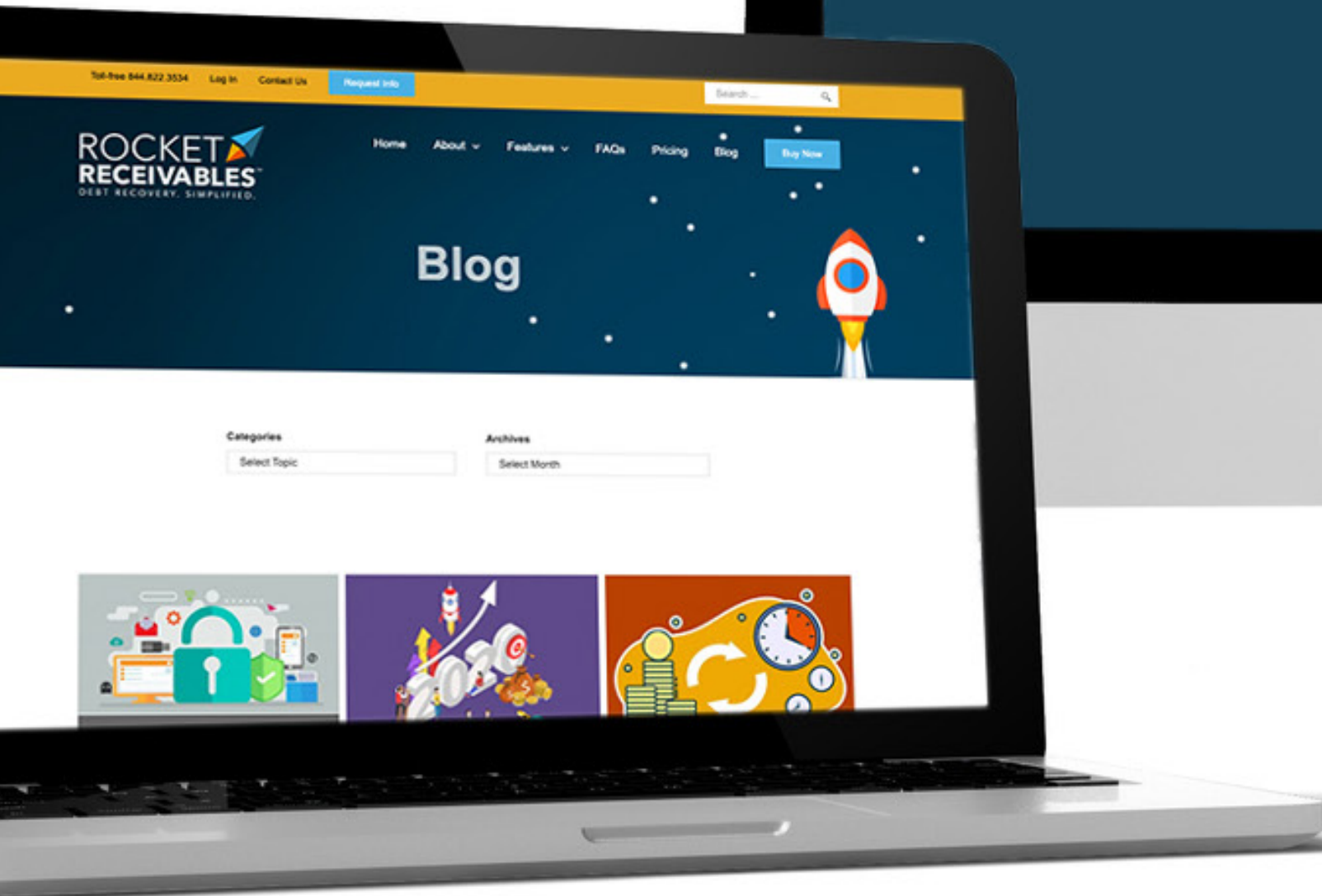
Marketing that's measurable is more than a mantra, it's a promise. A better process delivers better returns. Bring Responsory on as trusted advisors, and together, we'll create digital solutions that leverage technology, differentiate your brand and drive growth.





Brand & Website
Strategy Blasts New
Technology to Top 10

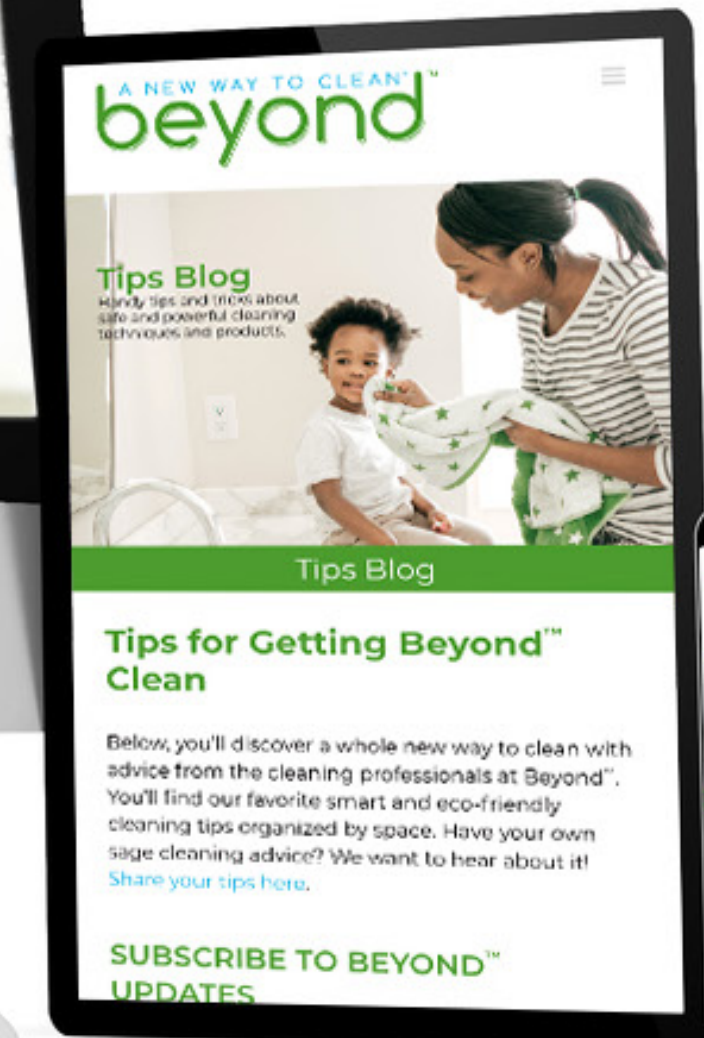
LOOK CLOSER ►





A Product Launch
that Goes Above
and Beyond

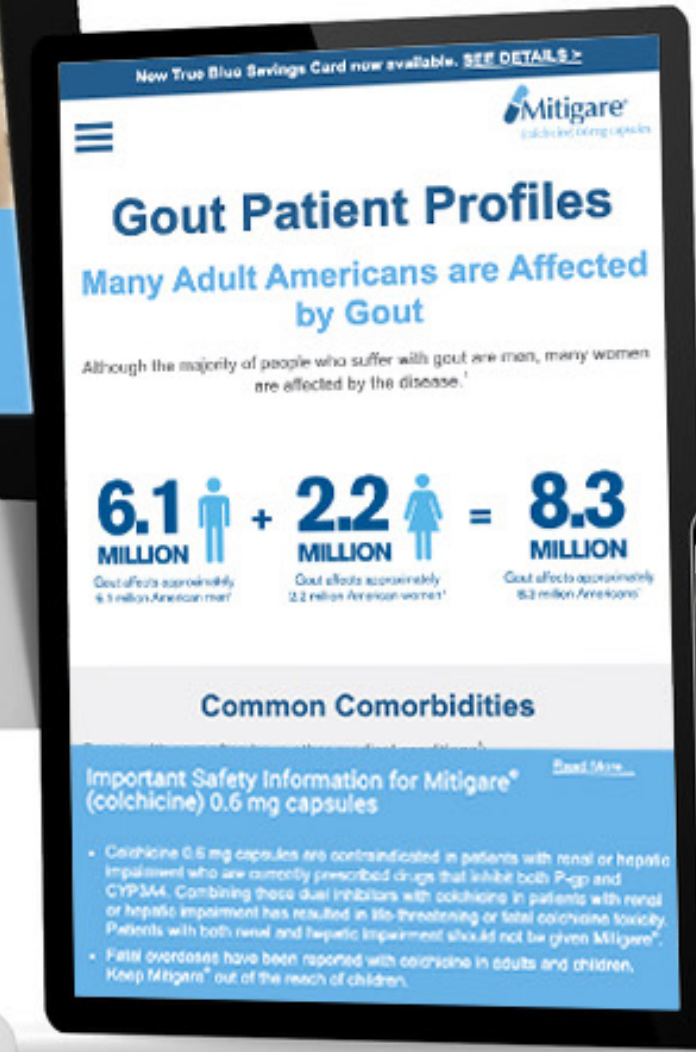
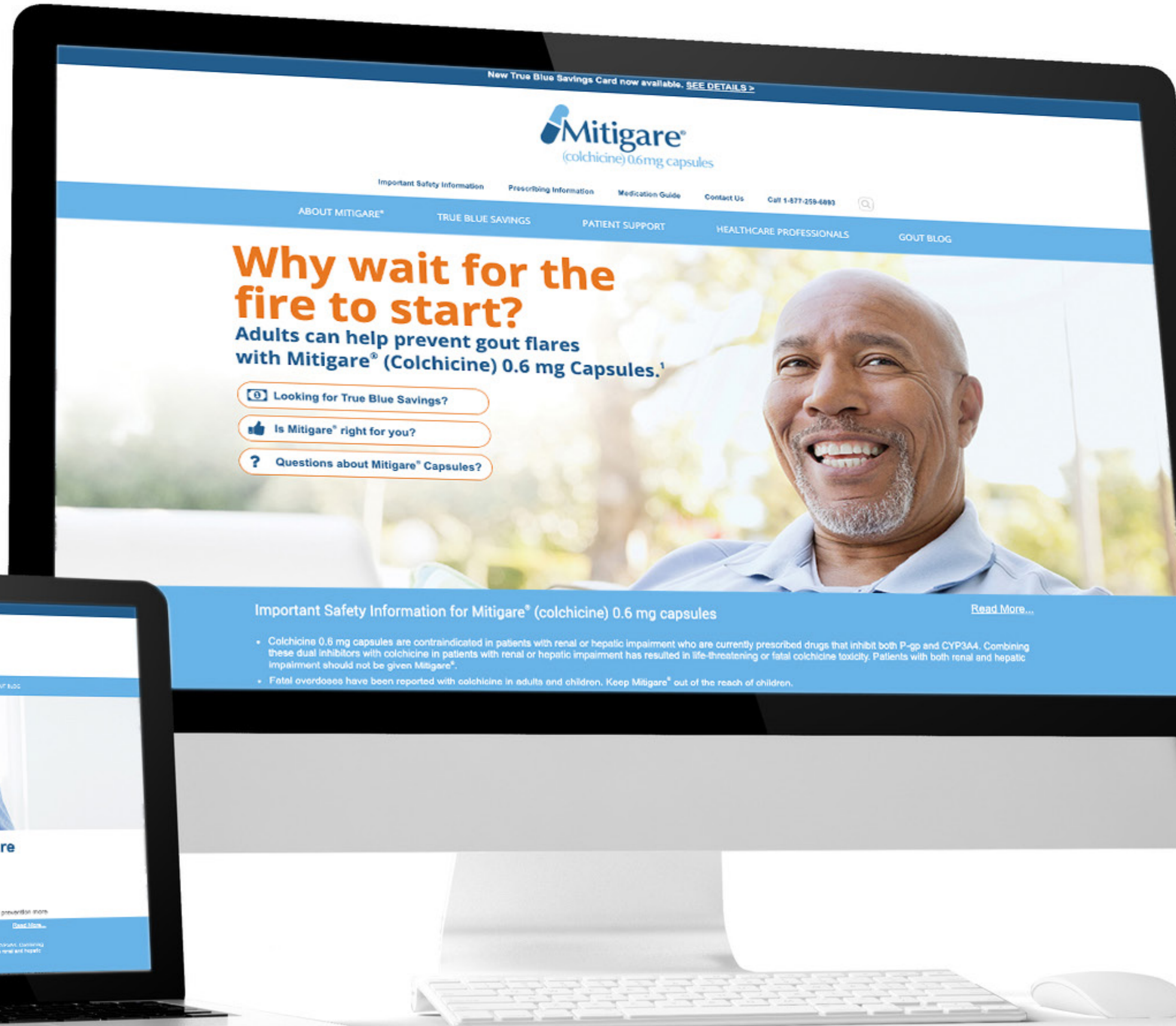
DISCOVER NOW ▶





A New Course of Action Leads to a Healthy Prognosis for Pharma Drug

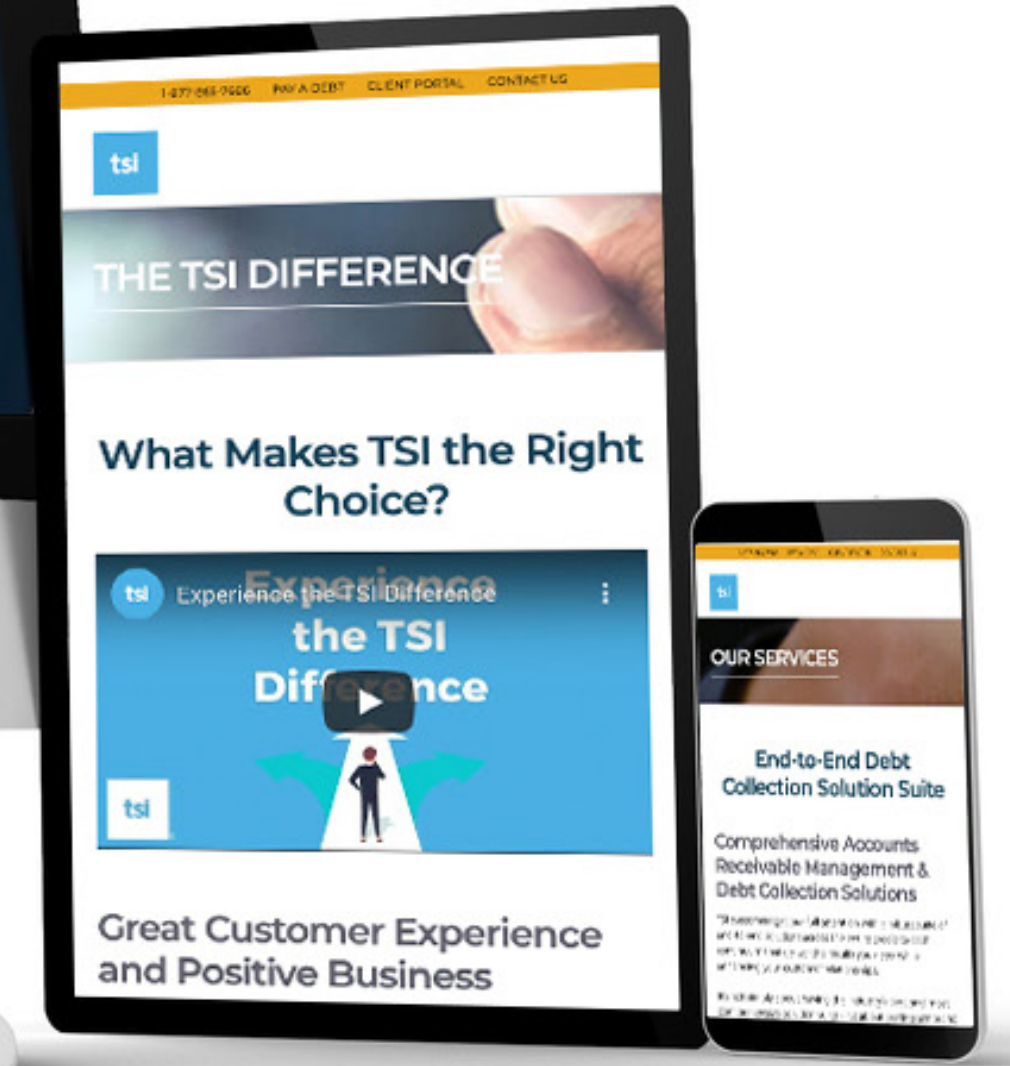
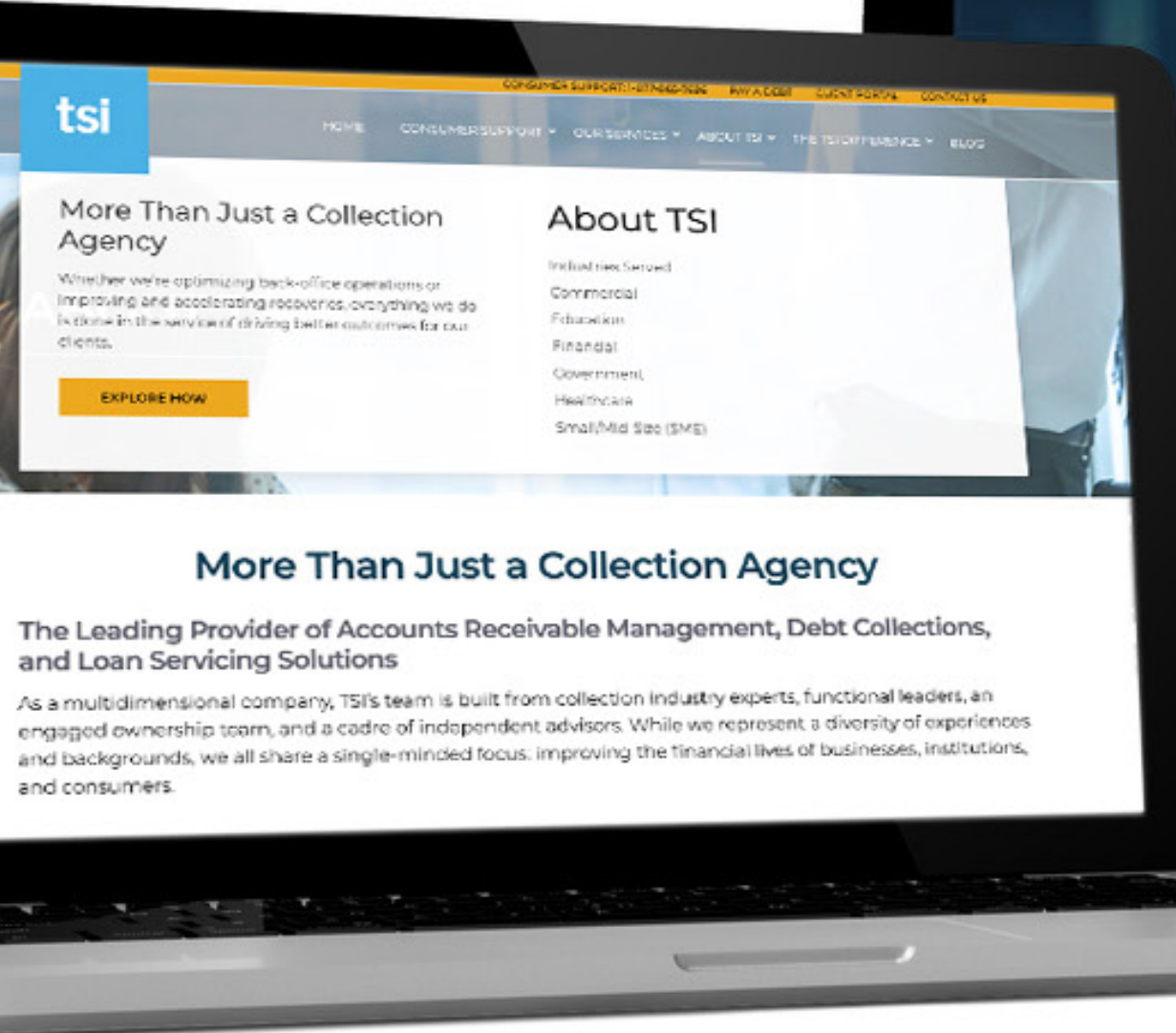
[FIND OUT MORE ►](#)





A Total Overhaul
Recovers More
than Marketshare

[SEE HOW ▶](#)





A Clean Website
Redesign Reflects
Leadership Position

TAKE THE TOUR ►



Take the Next Step

With Responsory as your guide, you'll arrive at your promised destination — on time and within budget — getting you to a digital deliverable that delivers results.

Call: 800.710.2750
Email: info@responsory.com
Visit: Responsory.com

