Web Sites
Design Considerations

A web site is first and foremost a powerful marketing tool – it is your online corporate presence, therefore the basics of good design and effective communications must always be observed.

The prerequisite for developing a successful web site goes well beyond being "good with computers". We believe it is absolutely about having the knowledge and skill sets that are necessary to put a powerful and informative message in front of our clients' customers.

We deliberately design each site as an accurate expression of our client's business. We never bend the look and feel of a client's web site to fit a packaged template – we do bend the technology to get the look, feel and reliable functionality that reflects our client's real image in the marketplace.

Stanford always emphasizes design, but we also put equal weight on site navigation – it must guide visitors efficiently through a web site. We also demand that it does more – it must continuously *inform* about your full service or product offerings – technically more difficult than pre-packaged drop-down menus, but absolutely essential to a successful presentation of your products and/or services.

Because web sites are computer based marketing tools, ambitious and technically skilled computer technicians are offering "designs" based on one of the freely available pre-packaged template systems. These templates are cookie cutter software that very seriously restrict design flexibility and often add speed-robbing overheads to every web page.

Computer technicians often lack real marketing experience and fail to (i) understand that each client has their own unique corporate image and (ii) bring effective information management and competent writing assistance to a project – hence the proliferation of web sites that exhibit visual sameness and poorly express the site owner's message.

Stanford has been designing marketing tools since the late 60's – it was one of the very first design firms to embrace Apple's computer technology and integrate it into our design and production efforts.

With the introduction of web sites in the 90's as potentially viable marketing tools, Stanford continued to embrace technology and migrate its exceptionally high standards for design and production to the internet. Those high standards led us to the decision to avoid templates and develop our own code modules with which to implement the designs and increased functionality that thoughtful site owners demanded – including compatibility with iPad type mobile devices.

A Stanford web site always puts your company's message where it belongs – front and centre.

You are paying for a skillfully designed, highly functional online marketing tool – that is precisely what we deliver!