

Web Design and Development Solutions

Superior technology solutions to help you outdistance your competition

INTRODUCTION

In today's cluttered and ultra-competitive marketplace it is increasingly difficult for businesses to gain competitive advantage. In particular, an increasingly advanced and complex Web is making it very difficult for many businesses to outdistance their competitors.

Several years ago, it was sufficient to simply have an attractive "brochureware" Web site advertising your products and services. However, in recent years, many businesses have invested in increasingly sophisticated technologies to gain competitive advantage on the Web. Online ordering, self-service, integrated online marketing campaigns, and advanced interactive capabilities are now commonplace.

However, many businesses have still not made the necessary investments to improve or implement Web capabilities that will ensure they can retain or achieve competitive advantage. Those businesses that have not made the transition to more advanced Web capabilities risk becoming irrelevant in today's marketplace.

Whether you are building a new Web site or enhancing an existing Web site, with a Web solution from Novaris, your business can outdistance your competition.

HIGHLIGHTS

Novaris' staff of strategists, graphic designers, usability experts, and developers brings a comprehensive, multi-disciplinary approach to designing and building sophisticated Web solutions.

Most firms that provide Web design and development services do not have Novaris' multi-disciplinary approach. These firms typically have a creative or technical bias.

Firms with a creative bias generally have a focus on developing Web solutions that with a unique and sophisticated "look and feel." However, these types of Web sites are frequently hampered by insufficient functionality or poor usability.

Firms with a technical bias generally have a focus on developing Web solutions that have deep functionality. However, these types of Web sites may have a poor visual design, and may not align well with business and marketing objectives.

The Novaris approach is different. As a full-service marketing agency, Novaris offers a more balanced approach to Web development than firms with a primarily creative or technical bias. Our approach is all about creating technical solutions with a sophisticated "look and feel" that meet real business and marketing needs.

Novaris' Web design and development solutions can help your business meet key business objectives by:

- Attracting prospects to your Web site
- Converting your Web site's users into buyers
- Ensuring your Web strategy integrates with your overall marketing strategy
- Differentiating yourself from your competition
- Improving customer loyalty and retention
- Strengthening your brand presence on the Web
- Monitoring and measuring the success of your Web initiatives

DETAILS

Novaris Web design and development solutions are designed as a single integrated package. So, if you contracted with Novaris to build a Web site, Novaris' entire solution set could be employed to design and develop a Web site that would truly outdistance your competition.

Novaris can also provide any Web solution on an individual, "a la carte" basis. If you already have a Web site, these individual solutions could be just what you need gain a competitive advantage on the Web.

Following are the Web design and development solutions Novaris provides.

Web Strategy

Many businesses make Web investments without a clear vision of how their Web site is going to bring them market advantage.

With a Web strategy from Novaris, you will have a roadmap to market dominance for your Web site, and you will have the assurance of knowing that your Web site is meeting real-world business and marketing objectives.

Web Site Enhancement

Many businesses already have a Web site, but the Web site may not be bringing them enough business value.

If your Web site isn't bringing you enough business value—or if you are hearing complaints about your Web site—Novaris can help. Novaris analyzes the current state of your Web site and your competition. Based on this analysis, Novaris makes specific recommendations for improvement, and then implements the improvements. Frequently, simple and economical changes can bring you significant business value.

e-Commerce

Many businesses are failing to provide online ordering capabilities for their customers. Customers increasingly expect e-commerce capabilities from businesses, and view the lack of e-commerce capabilities as a barrier to purchasing.

If your Web site lacks e-commerce functionality, Novaris can provide you with online ordering capabilities that can result in significant revenue potential.

Customer Conversion Optimization

A Web site that is not converting Web users into paying customers is a Web site that is not delivering on its business potential.

If your Web site is not converting enough customers, Novaris can use a variety of analysis methods to determine why your Web site is not living up to its potential. Based on this analysis, Novaris implements a customer conversion program that makes specific improvements to your Web site, while implementing tools that constantly measure and report on conversion success rates.

Web Usability

An unusable Web site is a Web site that can cause a high level of customer frustration. Customers have such high expectations of Web sites that they may not remain loyal to a business if that business has a Web site that is unusable.

Novaris employs a range of methods to analyze and test your Web site's usability. These methods include expert analysis, focus groups, and formal usability tests.

Web Technology Development

Oftentimes, businesses require advanced, customized Web functionality. Examples could be a product information database, an automated sales lead generation system, or an online self-service system.

Whatever the need, Novaris is equipped to develop the most advanced systems.

Web Visual Design

The Web is becoming increasingly cluttered. On today's Web, your business needs a Web site with a unique "look and feel" that gets you noticed, while reinforcing the your brand image.

Novaris' approach to Web visual design ensures that you get a Web site that presents a professional "look and feel" that differentiates you from your competition, but also strengthens your brand.

Web Maintenance

A stagnant Web site that is never updated can result in customer attrition. If your Web site is never updated, your customers will eventually lose interest.

With a Web maintenance program from Novaris, you can be assured that your Web site will be kept fresh. Novaris keeps the site fresh with a constant stream of new editorial and graphical content.

Web Marketing Campaigns

Too often, businesses make the mistake of focusing only on search engine marketing for their Web site. While search engine marketing is very important (see Novaris' fact sheet on the topic), Novaris can develop advanced capabilities for your Web site to support targeted, integrated Web marketing campaigns that provide even more value to you.

A typical Web marketing campaign from Novaris involves building a new section for your Web site that markets a specific product or service. This product or service is then promoted via the Web and printed materials. The objective of these promotions is to get prospects to link to the new section of your Web site. This new section has capabilities to process and track customer inquiries or orders.

Novaris employs a range of methods to promote a product or service on the Web, including online press releases, an affinity linking program, search engine marketing, online advertising, e-mail, and a combination of print and Web promotional materials.

Any Web marketing campaign developed and managed by Novaris includes capabilities to monitor and report on the success of the campaign.

Web Hosting

A stable Web site is crucial to the success of any Web initiative. Yet too often, businesses don't put enough thought into whether their Web sites are hosted in stable environments.

Novaris offers economical Web hosting solutions for your Web site and e-mail. Novaris hosts your Web site at secure, stable, world-class facilities.

Web Monitoring and Tracking

Many businesses rely on outdated methods to track Web traffic statistics for their Web site. However, these traffic statistics rarely give businesses the insights they truly need to manage their Web sites effectively.

With a Web monitoring and tracking program from Novaris, you are provided with an online executive dashboard customized to provide reporting of Web usage patterns that are relevant to the business decisions you need to make.

Web Content Management

Content is the lifeblood of any Web site. The ability for a business to keep content fresh on its Web site is often constrained by needing to rely on over-burdened technical staff to complete Web updates.

Web content management solutions from Novaris ensure that your business users are empowered to update their own content without relying on over-burdened technical staff.

In today's fast-paced marketplace it's not uncommon for the delivery of new products and services to be delayed by the inability of businesses to quickly deploy Web content supporting those products and services. Ensure that your product launches will occur on-time with a Web content management solution from Novaris.

Web Interactivity

With the advent of new technologies, such as Macromedia Flash, Web sites are becoming much more interactive. Web interactivity is well-suited to creating immersive environments that inspire users to explore. Technologies like Flash can be very effective at presenting any information in a unique and compelling manner. Flash is particularly effective in applications like product tours and interactive maps.

With an interactive Web solution from Novaris, you can be assured of having a solution that is highly usable, attractive, and immersive.

Micro Sites

Micro sites are small, topic-specific Web sites that can be very effective in attracting traffic from very specific target audiences.

Novaris specializes in building micro sites that attract significant traffic, while strengthening your brand.

BENEFITS

With a Web solution designed, developed, deployed, and managed by Novaris, your business is positioned to reap many benefits:

Improved visibility. Web marketing campaigns and Web visual design solutions from Novaris are geared towards getting you noticed on the Web.

More customers. A Novaris customer conversion optimization program can turn your Web users into paying customers.

Improved customer loyalty. Sophisticated Web design and usability solutions from Novaris—when coupled with Novaris' deep Web technology capabilities—can significantly improve your customers loyalty.

Faster speed to market. Novaris Web technology solutions can significantly improve your ability to quickly launch products and services.

Improved market position. With a Web strategy from Novaris, you can be assured that your Web solution will help you improve your marketing position.

More revenues. Novaris e-commerce capabilities, in concert with Novaris capabilities in Web design and usability, can open up new revenue streams for your business.

Strengthened brand. Web strategy and design services from Novaris ensure that your Web solution will support and strengthen your overall brand.

Maximized ROI. With a Web monitoring and tracking program from Novaris, you will have easy access to the information you need to ensure your Web investments are paying off.

THE NOVARIS ADVANTAGE

Any successful Web solution demands an integrated approach. The Novaris advantage is this integrated approach. With Novaris, you get a "big picture" approach not only for Web design and development but for all your marketing, creative, design, and technology needs.

Novaris' Web design and development solutions are a subset of the Novaris Roadmap, which is Novaris' premier solution set. The Novaris Roadmap is the sum of all of Novaris' marketing, design, creative, and technology services, customized to suit your needs and available to you for a monthly fee.

With the Novaris advantage, you can be assured that your Web solution will fit seamlessly within your broader marketing and business strategy.

Novaris Group is a new breed of creative services agency serving the needs of businesses competing in the new economy.

Novaris Group's services span the full spectrum of marketing activities. This broad skillset in business, marketing, creative services, and technology leaves Novaris uniquely well-suited to tackle both large and small projects.

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