
EGO MARKETING

WEBSITE DESIGN & DEVELOPMENT

Websites built to earn trust—and win business.

A practical guide to strategy, design, development, pricing, and what makes a professionally built website different.

Denver, Colorado · Serving businesses nationwide

720-659-7406 · contact@egomarketing.us



THE BUSINESS CASE

Your website is already part of the sales conversation.

Before a customer calls, books, visits, or buys, your website helps them decide whether your business feels credible, relevant, and easy to work with.

Trust

Professional presentation makes the next step feel safer.

Clarity

Strong messaging helps customers understand why you are the right choice.

Action

Clear paths turn attention into calls, inquiries, bookings, or sales.



WHY DESIGN MATTERS

Good design changes what customers believe and do.

Design is not decoration. It organizes information, builds confidence, reduces friction, and makes the next step obvious.

1 Credibility

A polished, accurate website supports the confidence customers need before contacting you.

2 Usability

Clear hierarchy and navigation help visitors find answers without working for them.

3 Conversion

Strong calls to action connect interest to a practical business outcome.



A website should do more than look good.

Its design, content, and technology should work together as a practical business system.

Position the brand

Show what makes your business credible and different.

Explain the offer

Make services, products, and value easy to understand.

Answer objections

Resolve common questions before they slow a decision.

Capture demand

Turn visits into calls, forms, bookings, or purchases.

Support marketing

Give SEO and advertising a stronger destination.

Grow with you

Provide a foundation that can expand with the business.

The strongest websites connect brand, customer needs, technology, and measurable goals—not just visual trends.

AI AND WEBSITE DESIGN

AI can generate a page. It cannot understand your business by itself.

AI is valuable for speed and exploration. But it cannot independently interview your team, verify your differentiators, understand customer objections, choose the right tradeoffs, or take responsibility for the final result.

What AI accelerates

Drafts, variations, research support, and repetitive production tasks.

What an agency owns

Strategy, context, decisions, integration, review, quality, and accountability.



We use AI as a tool. Human judgment owns the outcome.

Technology can make parts of the process faster. It does not replace the responsibility to understand, decide, test, and deliver.

01

Business intent

We begin with your goals, audience, offer, constraints, and definition of success.

02

Professional review

Every idea, layout, and line of copy is evaluated for accuracy, clarity, brand fit, and usability.

03

Accountable delivery

A real team manages scope, solves problems, tests the build, and stands behind what launches.

The result is not “AI-made.” It is professionally directed work that uses modern tools responsibly.

One project. Four connected disciplines.

A successful website needs more than a designer or a page builder. It needs decisions that stay connected from the first conversation through launch.

01

Strategy

Audience, goals, offer, sitemap, priorities, and success criteria.

02

UX & content

Messaging, page flow, proof, navigation, and conversion paths.

03

Visual design

Brand-aligned layouts, typography, imagery, and responsive behavior.

04

Development

CMS build, integrations, testing, analytics, launch, and training.

WHAT WE BUILD

Built for the way your business actually works.

Every project is scoped around the customer journey, content, technology, and operational needs—not forced into a one-size-fits-all package.

New business websites

A credible, conversion-ready presence built from the ground up.

Redesigns & modernization

A stronger structure, message, design system, and user experience.

Service-area & multi-location

Clear local pathways for businesses serving several markets.

Landing pages

Focused pages for campaigns, offers, events, or lead generation.

Booking & lead generation

Forms, appointment paths, calendars, and qualification flows.

eCommerce & catalogs

Products, payments, shipping logic, and scalable content structure.

Membership & gated content

Customer portals, protected resources, or account experiences.

Migrations & integrations

Move content and connect CRM, email, analytics, and other systems.

Some platforms, integrations, licenses, product-entry work, and custom development are quoted according to scope.



STRATEGY & DISCOVERY

Discovery turns ideas into a buildable plan.

We learn how the business works before deciding how the website should work.

We clarify

Audience, services, priorities, competitors, content, functionality, and success goals.

We map

Sitemap, page priorities, navigation, customer pathways, and calls to action.

We scope

Required assets, integrations, technical needs, timeline, responsibilities, and launch plan.

The outcome: fewer assumptions, clearer decisions, and a stronger project from day one.

Clear words and thoughtful structure move visitors forward.

We organize each page around the questions customers ask, the proof they need, and the action the business wants them to take.

Messaging strategy

- A clear value proposition
- Customer-focused service language
- Trust signals and meaningful proof
- Objection handling and next steps
- Consistent calls to action

UX structure

- Simple navigation and page hierarchy
- Easy scanning on every screen
- Logical routes for different visitors
- Forms and booking paths with less friction
- Layouts that keep important content visible

You can provide final copy, ask us to organize and refine it, or include full copywriting in the project scope.

RESPONSIVE DESIGN

Every screen deserves a strong first impression.

Google recommends responsive design, and your customers expect the experience to stay clear and usable on phones, tablets, and desktops.

Designed—not merely resized

Content hierarchy and calls to action are intentionally adapted for smaller screens.

Built for real interaction

Touch targets, navigation, forms, and media are reviewed across common devices and browsers.

Consistent brand experience

Typography, imagery, spacing, and credibility remain intact wherever customers arrive.





WEBSITE DEVELOPMENT

Your website should connect to real business operations.

We build a manageable website foundation and connect the functions needed to capture leads, process activity, measure results, and support the customer experience.

- WordPress and content management
- Forms, calendars, and booking systems
- eCommerce, payments, and catalogs
- CRM, email, and automation connections
- Analytics, pixels, and conversion tracking
- Migrations and scoped custom functionality

Third-party capabilities depend on platform access, APIs, licenses, and the approved project scope.

BUILT INTO THE FOUNDATION

SEO, speed, accessibility, and security begin before launch.

These are not finishing touches. They influence how the site is structured, built, tested, and maintained.

SEO-ready

Logical architecture, headings, metadata foundations, crawlable content, analytics, and sitemap setup.

Performance

Optimized media, efficient components, restrained plugins, and checks against Core Web Vitals.

Accessibility

Readable contrast, semantic structure, usable navigation, alt-text guidance, and practical WCAG awareness.

Security

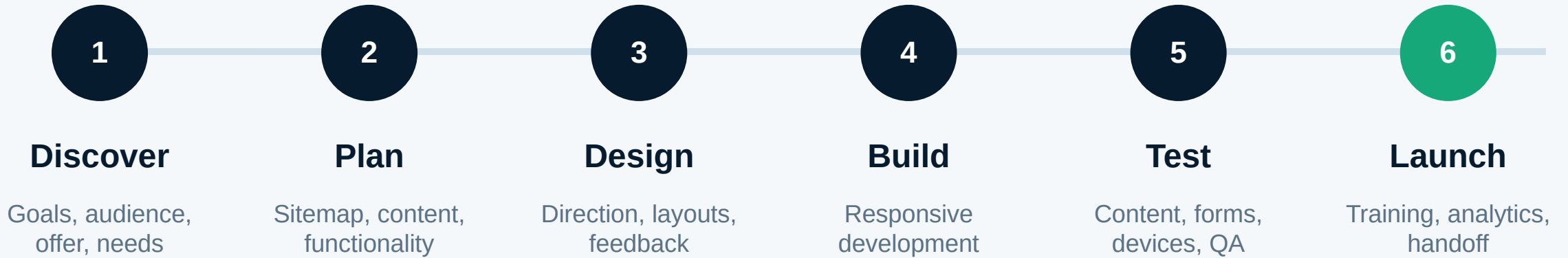
SSL checks, spam protection, update-aware choices, launch backups, and a clean handoff.

Accessibility work improves usability but does not constitute legal certification unless separately scoped and audited.

HOW THE PROJECT MOVES

A disciplined process keeps the work clear.

You always know what we are deciding, what happens next, and what is needed from each side.



After launch, optional maintenance, SEO, and advertising services can keep the website protected, visible, and improving.

WEBSITE INVESTMENT

Three clear starting points.

Choose the level that matches your current goals, content, functionality, and growth plan. Final pricing follows a confirmed scope.

STARTER WEBSITE

Starting at

\$1,500

For small businesses ready to establish a professional online presence.

PROFESSIONAL WEBSITE

Starting at

\$3,500

For growing businesses needing a strategic, conversion-focused custom website.

CUSTOM WEBSITE

Starting at

\$7,500

For larger custom websites, advanced functionality, integrations, or eCommerce.

One-time project pricing · Hosting, ongoing maintenance, ongoing SEO, advertising, premium licenses, and out-of-scope work are quoted separately.

STARTER WEBSITE

\$1,500

starting at

For small businesses ready to establish a professional online presence.

Best for a focused service website with a clear message, essential pages, and a reliable lead path.

ONE-TIME PROJECT

What's included

- Up to five essential pages
- Professionally customized framework
- Mobile-responsive development
- Clear navigation and calls to action
- Contact form and map integration
- Basic on-page SEO foundations
- Google Analytics installation
- Speed testing and launch support

A strong launch foundation that can expand later with more pages, SEO, maintenance, booking, or advertising.

PROFESSIONAL WEBSITE

\$3,500

starting at

**For competitive,
ambitious, growing
businesses.**

Best for companies that need custom design, stronger conversion paths, more content, and a better foundation for marketing.

MOST POPULAR

What's included

- Up to 10 strategically planned pages
- Custom-designed page layouts
- Mobile-responsive development
- Conversion-focused content structure
- Advanced forms or booking setup
- Local and on-page SEO foundations
- Analytics and Search Console setup
- Testing, training and launch support

The right balance of strategy, custom design, search readiness, and functionality for an actively growing business.

CUSTOM WEBSITE

\$7,500

starting at

For larger websites, advanced functionality, integrations, or eCommerce.

Best for complex customer journeys, larger content requirements, migrations, and websites that connect to essential business systems.

ADVANCED SCOPE

What's included

- 10+ custom-designed pages
- Strategy, sitemap and UX planning
- Responsive design for every device
- Conversion-focused content structure
- Advanced features or eCommerce
- Custom integrations and migrations
- SEO-ready build and analytics setup
- Testing, training and launch support

Final functionality, product volume, integrations, migration needs, and content responsibilities are confirmed during scoping.

PACKAGE COMPARISON

Choose the level that fits the business now.

Starting prices provide direction; the proposal confirms the exact scope, responsibilities, timeline, and investment.

	Starter	Professional	Custom
Starting price	\$1,500	\$3,500	\$7,500
Best fit	Focused launch	Growing business	Complex or advanced
Pages	Up to 5	Up to 10	10+
Design approach	Customized framework	Custom layouts	Fully custom system
Planning	Essential structure	Strategic page plan	Sitemap + UX planning
Forms / booking	Contact form	Advanced or booking	Advanced workflows
Advanced functions	Quoted as add-on	Selected integrations	Integrated / eCommerce

All plans include responsive development, baseline on-page SEO setup, analytics, testing, and launch support at the level shown in the detailed scope.

SCOPE CLARITY

Know what the project includes—and what it does not.

Transparent boundaries protect the budget, timeline, and quality of the work.

Included in the approved project

- Strategy and project management for the selected plan
- Design and development deliverables listed in scope
- Responsive implementation and quality assurance
- Analytics setup, launch, and agreed training
- Defined revision process and communication

Quoted separately when needed

- Domain, hosting, premium plugins, software, or licenses
- Full copywriting, photography, video, or brand development
- Large product catalogs, data entry, or complex migrations
- Advanced custom code, portals, APIs, or special integrations
- Ongoing maintenance, SEO, advertising, or future additions

Final scope, ownership, payment schedule, responsibilities, and launch timeline are confirmed in the written proposal before work begins.

Professional decisions should have a foundation.

Our approach is informed by established guidance for credibility, mobile design, page experience, accessibility, and responsible human oversight of AI.

CREDIBILITY	Stanford Web Credibility Project	credibility.stanford.edu
RESPONSIVE DESIGN	Google Search Central mobile-first best practices	developers.google.com/search
PAGE EXPERIENCE	Google Core Web Vitals guidance	developers.google.com/search
ACCESSIBILITY	W3C Web Content Accessibility Guidelines 2.2	w3.org/WAI
RESPONSIBLE AI	NIST AI Risk Management Framework	nist.gov

READY WHEN YOU ARE

Let's build a website ready for what's next.

Start with a conversation about your goals. We'll help define the right scope, explain the options clearly, and provide a proposal built around the project—not a generic sales package.

1

Request a consultation

Tell us what you need and where the current website is falling short.

2

Receive a clear proposal

Review the scope, timeline, responsibilities, and exact investment.

720-659-7406

contact@egomarketing.us

www.egomarketing.us

