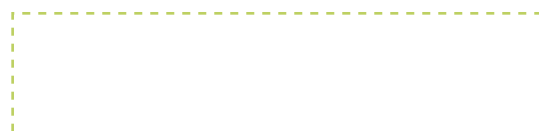


Development
Handbook



A X Z M





1

Content Strategy

Get a content strategy that wins

You need content to get traffic. Good Content. Well-written, search engine optimized content that is useful and relevant to your users. We can organize a content strategy that not only helps you get traffic, but can be used as a guideline for your entire brand.

Content Strategy is quickly becoming a necessity as more and more businesses seek to publish content on the web. We have all heard the old adage "Content is King". We help you figure out how that content is governed, organized and distributed to your loyal subjects so they stay happy and keep coming back.

From Content Analysis and Search Engine Optimization Copywriting to a full blown Content Audit and Content Development we can accommodate a full range of Content Strategy services to suit your needs.




Content strategy has been growing as a practice within the industry of web development since the late 1990s. It is recognized as a field in user experience design but has also drawn interest from practitioners in adjacent communities such as content management, business analysis and technical communication.

Content strategy has been described as *"the practice of planning for content creation, delivery, and governance"* and *"a repeatable system that defines the entire editorial content development process for a website development project."*

"For web content to be successful, it needs to meet users' needs and support key business objectives."

Kristina Halvorson, author of *Content Strategy For The Web*



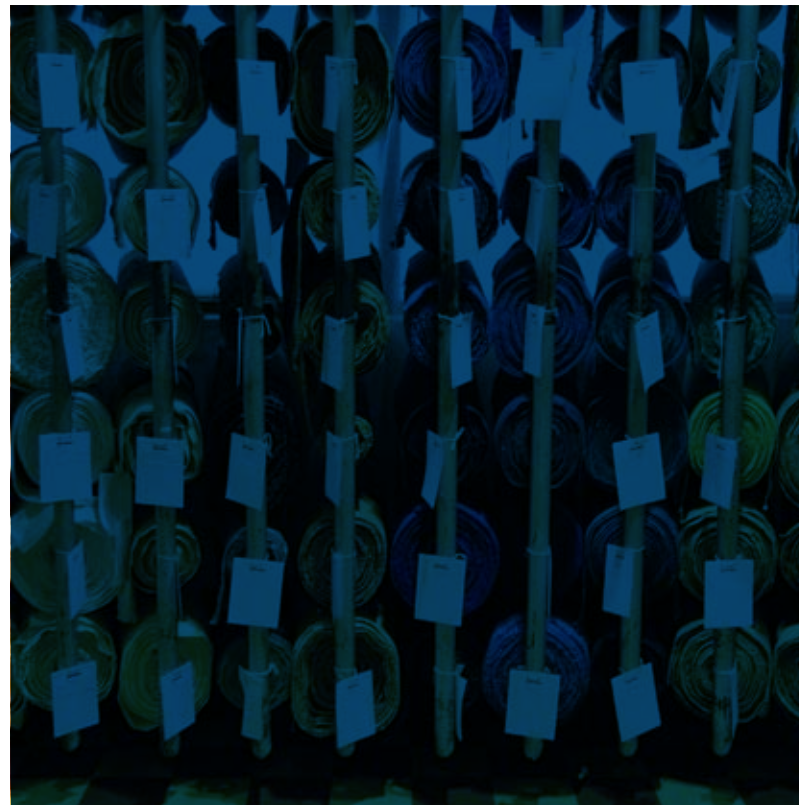
Anyone can throw a Website Design together these days, but very few can effectively develop the infrastructure, applications and marketing strategies that will make your website successful.

Finding a good website design company is critical. The usability, color theory and overall design of your website can significantly shape visitors perception of your company. An outdated, amateur design can actually lose you customers! With a massive percentage of the U.S. population using the internet for business these days, you might want to look into investing some of your marketing dollars into a professional web development.

Finding a web design company that can execute your unique vision can be tricky. Either the price is right but the quality isn't all that great, or the design is great but the price is well... pricey. Dallas Website Design company AXZM is a good balance of creative and professional at affordable prices. In addition to web design, we offer a full range of Dallas SEO services that will get your website listed high in search engines.

AXZM offers web design services that will put you light years ahead of your competition. Whether you need a small landing page, brochure, blog design, content management system (CMS) development, Joomla, Drupal, Wordpress, Magento, E-Commerce or a full-blown Social Network Design, we have options to fit virtually any budget.

Interaction Designers strive to create meaningful relationships between people and the products and services that they use, from computers to mobile devices to appliances and beyond. The practice typically centers on *"embedding information technology into the ambient social complexities of the physical world."*



Make Sure The Code Is W3C Compliant Code

When all the code that makes up your website is accessible and clean, it's better for Search Engine Optimization (SEO). Good SEO drives traffic (i.e., business) to your website. Our code is clean and well written.

Choose A Web Design Company With Experience

Whether you go with a boutique or a large agency, make sure the company you chose has a proven track record with the platform you are using. AXZM is well versed in all modern web technologies. We are not bound to a specific platform, they are merely mediums for us to create.

Compare Website Design Cost

Some agencies can charge as much as \$150 per man hour, while some freelancers can charge as low as \$25 and there is no guarantee of quality. We are competitively priced and offer a standard usually seen in larger agency or web design studios.

Search Engine Optimization, or SEO, is the process of improving web page content and markup to increase a websites organic search engine rankings. Evaluating a laundry list of parameters that may affect the sites current standing, including on-page and off page optimizations, keyword density, page rank, link building and other important factors usually does this. The goal of a well-executed Search Engine Optimization (SEO) Campaign is to create high organic rankings for a specific set of keywords phrases that are associated with popular searches in a particular vertical..

With over 14 billion searches every month, getting your website listed in a top position in search engines is becoming a priority for businesses who want to stay successful. The visibility, lead generation and promotional opportunity provided by search engine optimization (SEO) are unprecedented.

As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.



Content Management Systems allow your organization to edit its own website content easily, which significantly cuts down on costly maintenance fees. Our expertise covers all of the industry standard CMS platforms and we can help you choose which works best for your specific needs.

Content Management Systems (CMS) allow non-technical people to dynamically edit their website without compromising the visual or technical integrity of the actual web pages. These are extremely useful to companies who regularly update their content and do not want to continue paying monthly upkeeps to a development team.

Content Systems AXZM Currently Installs

Wordpress, Joomla,
Drupal, Portal /
Intranet, Open Source,
Custom Components

AXZM offers content management systems at some of the most competitive prices in the industry. We allow you to leverage our experience in developing websites in all the latest CMS platforms to create a unique and dynamic portal with tons of features for your visitors. We offer a full range of CMS

web development solutions. From custom modules and components, open source platforms like Wordpress, Joomla and Drupal to more sophisticated web based applications requiring the integration of other Customer Relationship Management (CRM) Software.

Companies can then manage their own copy, which usually translates to building a stronger relationship with customers. CMS websites are traditionally much more extensible and therefore can significantly cut down on development costs when a business wants to add more function to their site, like a blog, forum, forms or newsletter for example.

In a CMS, data can be defined as nearly anything: documents, movies, pictures, phone numbers, scientific data, and so forth. CMSs are frequently used for storing, controlling, revising, semantically enriching, and publishing documentation. Serving as a central repository, the CMS increases the version level of new updates to an already existing file. Version control is one of the primary advantages of a CMS.

Whether you need a small store or an entire catalog, we can help you build a branded, PCI compliant e-commerce site at a fraction of the cost of larger agencies.

E-Commerce websites are without a doubt one of the most lucrative of all the online business models. Providing a tangible service or product will always be the first, and foremost way to exchange money online. The ongoing struggle of any e-commerce website owner is driving qualified leads to their product pages, and then convincing the visitor to commit to a purchase. A well thought out product page is absolutely critical to how potential customers view your online business. We offer a variety of open source e-commerce solutions, including OfBiz, Magento, Joomla, Virtuuemart, Drupal, Ubercart, OsCommerce, Wordpress and more.

Not only can we develop and deploy your website, but also help you formulate a solid Internet Marketing strategy to generate immediate results from your investment. From setting up and integrating a paypal account into your existing website to a large-scale PCI Compliant custom portal with 256-bit encryption, SSL Certificate and more... if you want to sell it online... we can help.



"People think e-commerce is just people browsing, but there's more to it than that. More and more people are using programs and agents to shop for the best deal, and that's how they're going to be getting to your site."

Tim Berners-Lee, physicist, computer scientist and MIT professor

Electronic commerce, commonly known as e-comm, e-commerce or eCommerce, consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks. The amount of trade conducted electronically has grown extraordinarily with widespread Internet usage.



In an age where looks are everything, making sure you have well designed marketing collateral is more important than ever. We help you make a lasting impression when you engage potential customers with graphic design services that will set you apart from the rest.

Graphic design is the foundation of our business. We work very hard to make sure each of our clients has the best presentation possible. We offer design that is able to service a brand through all phases of their marketing life cycle.

Our methodology is centered around identifying your message, and finding the best way to communicate that message through your marketing materials. We take this approach with each and every one of our clients, and all at a fraction of what a larger design firm would charge.

Our design department is able to suit all of your needs. Our expertise ranges from publications, mailers, signs, presentations, postcards, banners, posters, billboards, illustration, documentation, brochures, literature, catalogs, logo design, branding, stationery, newsletters, business cards and packaging.

Graphic design is a creative process – most often involving a client and a designer and usually completed in conjunction with producers of form (i.e., printers, programmers, signmakers, etc.) – undertaken in order to convey a specific message (or messages) to a targeted audience. The term "graphic design" can also refer to a number of artistic and professional disciplines that focus on visual communication and presentation. The field as a whole is also often referred to as Visual Communication or Communication Design.

"Everything is designed. Few things are designed well."

Brian Reed



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Photographs

Cover Photo by Bert Kaufmann
Page 1 Photo by Mathias Rhomberg
Page 2 Photo by Luzia Lindeanbaum
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