



714.317.5564

Modern Brand Development | Business Growth Analysis

www.BLVCKDIVMOND.com

COMPANY SYNOPSIS

In 2016, general audiences used digital platforms for everything from gaming, shopping, cooking, news, social events, and dating. BLVCK DIVMOND delivers a modern, beautiful, seamless, and stable brand development experience to you and your customer's/staff; so you, too, can take advantage of the digital revolution. Every year, more and more people are navigating digital information on a variety of devices - tablets, smartphones, and other mobile devices. If your brand doesn't support these devices, or prepare for future updates, it negatively impact how users interact with your establishment and cash flow. Keeping a strong, solid brand is important - you never want a customer to devalue you or your company.

If your brand's identifying website loads slowly, or the layout is awkward to navigate, and it is not mobile optimized, you may end up with a frustrated customer. If frustration becomes a factor in your company's process, then customers start to think and view your company differently after a sale is closed. Retention rates are key factors for every company that is service based. BLVCK DIVMOND helps your company maximize retention rates with the following:

- ***Branding & customer relations***
- ***Digital marketing & keyword research analysis***
- ***Research & development***
- ***Ecommerce design & API cross platform protocol installation***
- ***Customer A+B testing***
- ***Creative teams with over 10+ years of experience***
- ***Worldwide organic & local SEO placement***
- ***Business automation***
- ***Profit margin analysis***
- ***Digital presence management***

Statistics show that most users don't convert when using small screen devices, which means you may be losing out on valuable business opportunities. Here's a personal question: When was the last time you inserted credit card data over the phone? BLVCK DIVMOND can turn this problem around using our highly-chosen conversion methods from over 4 years of A+B testing. BLVCK DIVMOND will redesign your company's vision with a fast turn around time and the ability to adapt and scale to whatever kind of device your user is viewing from; all while maintaining your existing look and feel. We specialize in improving overall performance. We'll A+B test on a variety of devices - mobile and nonmobile - to ensure the experience is consistent for everyone.

In short, our goal is to improve and streamline your brand's customer/user experience, in a modern and simplified way, and we strive to bring your vision into the spotlight.

Sincerely,

Grant Michael Leingang

BLVCK DIVMOND, LLC.

SCOPE OF SERVICES & MARKETING

Research

The first step is for us to thoroughly understand your business, your business goals, your customers and their expectations and behaviour, and how your website factors into all of this. We'll also look at the competitive landscape to establish context and benchmarks for how your site should function, and how we can improve it to suit. This stage will give us the foundation for moving forward with just the right recommendations for the design and development of your new responsive website.

Design

Once we're armed with the research data, we'll set to work sketching out interface layouts for 3-5 different views, including the home page, sub page, the blog template, and any additional templates needed. Wireframes look like simple skeletons of your website without the visual polish of the finished design, allowing us to experiment and iterate on solutions quickly so that we have a good sense of how content should be laid out across different screen sizes. Next we'll design high-fidelity comps that show what the final designs will look like on desktop, tablet, and smart-phone screen sizes. We provide up to two rounds of revisions on the design, while additional reviews are negotiable.

Development

Once you've approved the design, we'll start building your dream brand using all the agreed upon components from our data gathered in our meetings.

CMS Integration

After testing the static layouts, we integrate the new designs with your current database. To do this we'll need to mirror your live site in a development environment, then our QA department will test the site across different browsers (Firefox, Chrome, Safari, Internet Explorer 9+) and devices (iPhone generation 4-7. Android 4+). Any bugs that arise from this testing will be fixed prior to launch.

Support Retainer

We recommend retaining our services after the site is launched to assist with any further issues that arise. As part of this retainer, we will also provide monthly analytics reports and recommendations to further improve your site conversion rates. *Retainer is negotiable based on complexity.

Digital Presence & Branding

With the explosion of mobile and fragmentation of the local search environment, managing the digital presence for businesses' local store locations has become more complicated, and also more important, than ever. Unfortunately many businesses do not fully understand the scope of what digital presence is

and the negative effect a weak presence can have on customer experience and, therefore, their bottom line.

At its most basic level, a business' local digital presence is comprised of the places where information exists about that business location online, including directory listings, social profiles, store pages, and their own website. The content that appears across these different digital sources is largely the same, and includes:

- **Name, Address, Phone (NAP)**
- **Hours of operation**
- **Products and services**
- **Specials and deals**
- **Reviews**

The main goal of managing this presence information effectively is to ensure that the most critical business information is always complete, up-to-date, and easily discoverable for searching customers in order to drive offline sales in brick-and-mortar locations.

The challenge here is that the infinite nature of the Internet and sheer number of local search sites and apps where this data lives has led to a fragmented local search ecosystem with increasingly scattered information. This has left businesses scrambling to find a scalable and effective way to maintain the quality and discoverability of their listings. This fragmentation is also a major problem for the consumers who are finding – or in many cases not finding – a disparate variety of details about their local stores and services spread over an ever-increasing number of digital sources. Local digital presence management is a unified, comprehensive and scalable approach to overcoming the challenges of the fragmented local search market.

WHY US?

At BLVCK DIVMOND, we're all about modern design, brand deliverance and atmosphere of the company. We design beautiful, simple, compelling and functional websites that do more than deliver a product or vision - it tells and guides your audience with a story. We make it easy for users to quickly find exactly what they're looking for when they arrive at your site and then convert them into paying customers. It's about creating a online experience that transforms users into followers, customers, students into effective ambassadors to your brand.

We achieve this by listening to you, understanding your target audience, and putting our extensive online knowledge to work on a plan that will improve your business goals and redefine the way you think about the potential of the internet.

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