

Our Process

Our process ensures success from start to finish. We begin with discovery, followed by strategy, content optimization, development, and launch. Each phase is designed to keep your project aligned with your goals for lasting success.



1

Discovery

Discovery is the foundation of our process, where we delve deep into understanding your business goals and objectives.

We identify the problems and propose tailored solutions, focusing on your target audience. This stage includes a comprehensive competitive analysis to set you apart in your industry and the definition of success metrics to measure our progress.

2

Strategy

Next, in the Strategy phase, we create detailed personas and map out user journeys and stories.

This ensures that every step aligns with your audience's needs and expectations. We also develop sitemaps and low-fidelity wireframes to establish a clear structure and flow for your project.

3

Content

During the SEO Web Content phase, we draft SEO-optimized content tailored to your audience and business goals.

This includes keyword research, content drafting, and integrating relevant keywords naturally throughout the content. We ensure that the content is engaging, informative, and aligns with the latest SEO best practices to improve your search engine rankings.



4

Development

During the Development phase, we finalize the content and set up the CMS, ensuring seamless integration and functionality.

Our development team builds the project and rigorously tests every aspect. This includes interactive features and performance, ensuring everything works perfectly for a smooth launch of your new website.



5

Launch

Finally, we reach the Launch phase, where we migrate content and deploy your project to production.

We perform thorough sanity testing to ensure everything functions correctly. Post-launch, we continue to monitor the project, providing support to address any issues that arise, ensuring your project maintains optimal performance.



6

Analytics

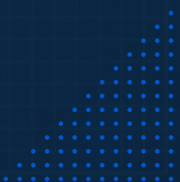
Every three months, we conduct Quarterly Analytics Reviews. We analyze performance data, review key metrics, and assess user engagement.

This helps us make necessary adjustments to keep your project aligned with your goals. Our approach ensures you stay informed and involved for ongoing success.



Each step in our process is designed to create a final product that aligns with your business objectives.

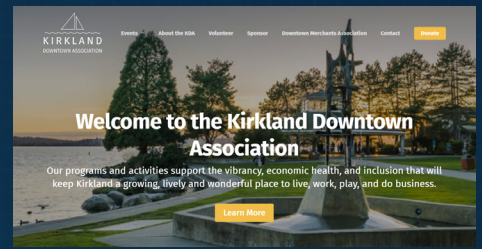
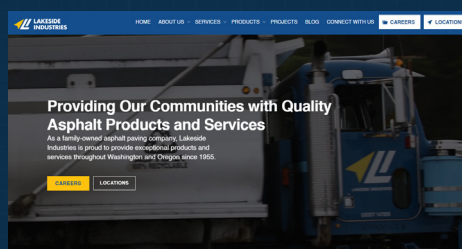
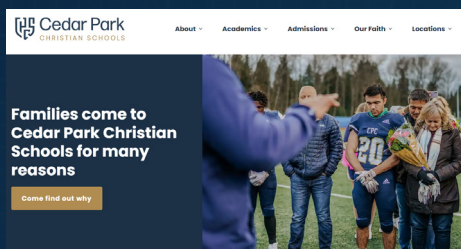
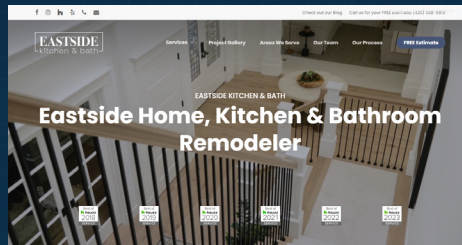
By combining strategic planning, expert development, and continuous improvement, we ensure your project is not only successful at launch but continues to thrive.





Our Work

Explore our portfolio of past projects, where you'll see the impact of our creative solutions. The accompanying case studies reveal how we've enhanced lead generation and achieved remarkable outcomes for our clients.



Results

Eastside Kitchen & Bath

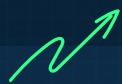
Eastside Kitchen & Bath, known for quality craftsmanship and top-notch customer service, needed to stand out in a competitive market. We rebranded them with consistent messaging and developed a dynamic SEO strategy. This resulted in increased traffic, higher rankings, and more leads. We continue to enhance their local SEO to drive further success and market dominance.

traffic
185%
leads
492%
rankings
252%

FrogLegs Cooking School

FrogLegs Cooking School, known for fun and educational cooking experiences, needed to boost their digital presence. We redesigned their website and implemented a seamless booking system. Our SEO strategy increased traffic, improved rankings, and made class bookings easier, helping FrogLegs thrive during the pandemic and support their growth aspirations.

traffic
123%
bookings
322%
rankings
196%



Our Team

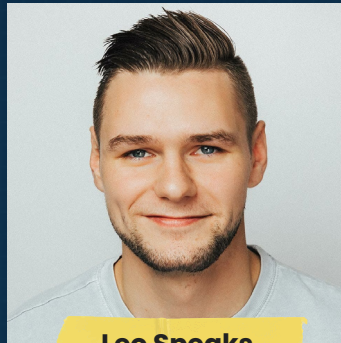


Meet the dedicated team behind Integrity Marketing Services. Our experts in web design, SEO, content creation, and digital marketing work together to deliver exceptional results. Each member brings unique skills and a commitment to helping clients achieve their business goals. Get to know the people who make it all happen.



Matt Russell

Creative Director



Leo Speaks

Sr. Account Strategist



Dylan Axelson

Director of Operations



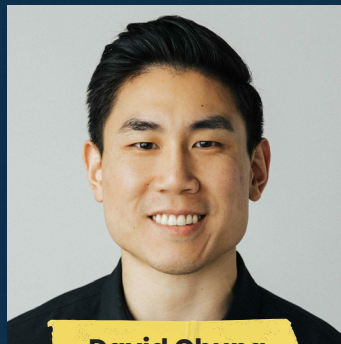
April Young

Content Manager



Vivian Liu

Web Designer



David Chung

Project Manager



Matt White

Web Developer



Kaden Mullins

Account Strategist



Our Approach

At Integrity Marketing Services, we believe that a successful online presence starts with a well-designed website. Our team of experienced designers and developers work closely with you to understand your vision and bring it to life. We don't just create websites; we build powerful digital experiences that drive engagement and conversions.



Our Commitment

When you choose Integrity Marketing Services, you're gaining a dedicated partner committed to your success. We build lasting relationships based on trust and transparency. Our team understands your unique needs and goals, ensuring every solution aligns perfectly. We measure success by your satisfaction and go above and beyond to exceed expectations.