

Digital Services

Clean, accessible digital experiences for small businesses, creators, nonprofits and other cool people. We focus on what works, not what's trendy. Every project prioritizes clarity, functionality and thoughtful design.

Websites and Digital Presence

◆ Website Development

Custom-designed websites built on the right platform for your needs, whether that's Squarespace, WordPress or custom code.

- Responsive design for all devices
- Content management system setup
- Contact forms and integrations
- SEO fundamentals
- Bilingual (English/Spanish) available

◆ Site Maintenance and Updates

Ongoing support for existing websites: content updates, bug fixes and keeping things running smoothly.

- Content and image updates
- Plugin/theme updates
- Bug fixes and troubleshooting
- Backup and security monitoring

◆ Website Optimization

Improve your existing site's performance, accessibility and search visibility through audits and targeted improvements.

- SEO audit and optimization
- Accessibility improvements (WCAG)
- Performance tuning
- Meta tag and social sharing setup
- Recommendations document

Strategy and Planning

◆ Digital Presence Audit

Comprehensive review of your current online presence: website, social media, search visibility and competitor analysis.

- Website and SEO audit
- Social media presence review
- Competitor analysis
- Actionable recommendations

◆ Content Strategy

Planning and structuring your website content to serve your audience and business goals.

- Content audit and gap analysis
- Information architecture
- Messaging framework
- Implementation roadmap

Social Media

◆ Strategic Planning

Goal-driven social media plans with measurable objectives tailored to your audience.

- Platform selection and strategy
- Goal setting and KPIs
- Competitive analysis
- Implementation timeline

◆ Content Systems

Platform-specific content calendars, post templates, visual guidelines and budgeting.

- Content calendars
- Post templates and guidelines
- Visual style guide
- Budget planning

◆ Audience Research

Understand who you're trying to reach and how to connect with them.

- Persona development
- Audience segmentation
- Competitive analysis
- Platform recommendations

Design and User Experience

◆ UX Design

User-centered design work to improve how people interact with your digital products.

- User research and personas
- Wireframes and prototypes
- Usability testing
- Design documentation

◆ Brand Identity

Visual identity development for new businesses or refreshes for existing brands.

- Logo design
- Color palette and typography
- Brand guidelines
- Basic marketing materials

Our Approach

» **The 5D process.** Every project follows a clear path: *discover* your goals and audience, *design* the solution, *develop* the build, *document* for handoff, *deploy* to the world.

» **Accessibility first.** We build with accessibility in mind from the start, not as an afterthought. Clean semantic HTML, proper contrast, keyboard navigation and screen reader support are standard.

» **Right tool for the job.** We're platform-agnostic. Sometimes Squarespace is the right choice. Sometimes WordPress. Sometimes custom code. We recommend what actually makes sense for your situation.

» **Honest about limitations.** Every platform has constraints. We're transparent about what's possible within your budget and technical environment.

» **Documentation matters.** Every project includes clear documentation so you (or your next developer) understand how things work. We don't build dependency. We build capability.

Who We Work With

Small businesses, creative professionals, nonprofits and other cool people who value thoughtful work over quick fixes. Flexible arrangements for community organizations and projects that align with our values.

