ESSENTIAL ELEMENTS OF A *KILLER* WEBSITE

Responsive
Increasing numbers of your web users are are on-the-go accessing websites via smart phones and tablets

Professional Design
Consistent with your brand standards. Keep consise - don't lose visitors to text heavy jargon filled pages

Message/Identity
What do you do? Don't make them guess. Share your message

Intuitive Navigation
Clear, user friendly, highlights what is most relevant to your firm's products or services

Logical Flow
Pages of your site should flow seamlessly and logically. Don't send visitors on a wild ride

Ease of Use
Site should be easy to use with clear options. Buttons and call outs can help users navigate easily

Relevant, Frequent Content
Relevant & easy to find. Highlight your most valuable and sought after information

Downloadable
Content "on demand" lets your visitors consume information when it's convenient

Client Portal
Client friendly, easy to access important documents, links and information

TOP SECRET

Your website is your first impression - make it a good one.

During our 20+ years in the financial services industry our writers, designers and programers have crafted their expertise in the complexities of financial jargon and compliance regulations.

Coupled with extensive experience in design and execution we deliver websites that are visually stunning, informative and designed with the visitor experience in mind.

Contact us to get started on *YOUR* killer website.

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SUNSTARSTRATEGIC
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