

# Web Design and Development

Our team leverages search and social data to produce content that is not only visually appealing but designed to engage people based on how they think and interact. Our aim is to create a connection and establish trust. Since trust is at the heart of all relationships; the banners, landing pages and websites we create must be capable of fostering this relationship.

## Search infused creative:

The ways people search for information forms the foundation of our creative process. By harnessing this information we can create everything from landing pages to enterprise-class web destinations that “speak” to the user in their language. Optimization of all creative is built into our processes so you know that when you use our design and development services you won’t need to contract out another firm to ensure it can be found within the search engines.

## Socially-enabled content:

Today’s netizen expects content to be available in a number of different formats and portable. They want to be able to share content with their friends, comment on it and integrate it into their profile. Enabling this functionality for the social web provides opportunities to extend brand reach and awareness. In addition, allowing content to be shaped by your customers gives you a new level of credibility and improves the perception that your content is trustworthy. When we develop content, we enable it to be consumed in an array of formats across a variety of channels because we know that in order for content to be engaging, it needs to be social.

## Trust-based communication:

Perception is influenced by the experiences people have with your brand. The better the experience, the more positive the perception and thus, the greater the trust established. We design and develop user experiences that appeal to people’s interests, foster conversation and ultimately, inspire trust.

**Our team of creative directors, designers and developers are fluent in the languages of search and social media. We incorporate this knowledge into everything we do so that we can help you improve the experiences people have with your brand.**

## How can we help you?

**If you would like more information on this or any other topic:**

Visit us online @ [www.elixirinteractive.com](http://www.elixirinteractive.com)

Call us toll-free @ 866.734.9650

E-mail us [info@elixirinteractive.com](mailto:info@elixirinteractive.com)