WE MAKE THE WEB WORK

Digital Marketing & SEO

Web Design

Graphic Design

Web Hosting
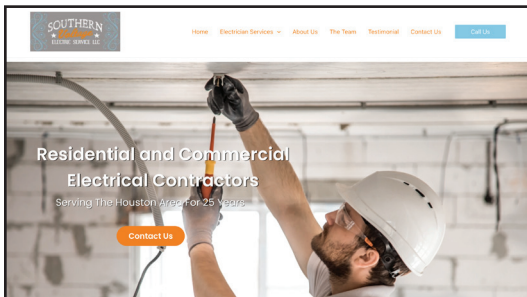
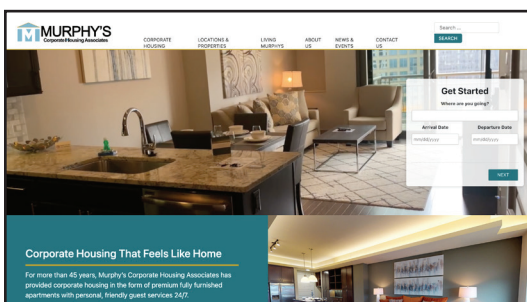**VERTICAL WEB**

HIGH IMPACT WEB DESIGN

Custom Web Design and Development That Puts Your Company on the Digital Map

Each website we design is customized to the business it will represent. We spend time learning about our new client's business as well as learning their goals. And, if they had a website previously we learn any shortcomings they felt their site had. As web designers Houston or working with clients in other states, we spend the time to find and then provide innovative ways the website can help grow the business.

Appealing Design

The first 8 seconds of any web visit is the most important part of the visitors journey. This is why the wow factor has to be accounted for on each page of your website. The pages must be visually pleasing and encourage the user to do business with your company. Great visuals make for a great experience for the visitor and help form a positive opinion of your company, simply by having a solid web design.

Structurally Sound

Each website needs a solid schema to develop a comprehensive well thought out website. This hierarchical approach to website design is important and is often overlooked or underwhelmingly done. A well outlined site means your clients will find precisely what they are looking for and Google will understand what your website is about. This is fundamentally necessary for success. It is simply not enough to have a 5 page website any longer and compete in the modern digital age.

Mobile Friendly Design

If you can believe it, there are still some websites that are not designed to be mobile friendly or use a responsive web design. Because more than 50% of visitors are not on a mobile device this aspect cannot be ignored. Responsive websites should be included by each Houston web designer. Each web site design Vertical Web completes uses a responsive theme so your site always looks its best on mobile, and we also include accelerated mobile pages which will help you score better in Google.

RESULTS DRIVEN SEO SERVICES

Custom Strategies Design To Drive ROI
Through Leads, Sales And Sustainable Growth

SEO or Search Engine Optimization is the process that helps a website dominate search engine positions. As a website gains qualified traffic this translates into higher visibility, leads, and eventually sales. Our SEO services work to help the business owner achieve that prominent position on the first page. This organic listing is often more qualified to do business with your company than its paid counterpart and is not dependent on ad budgets. Vertical Web builds solid SEO plans which help our clients succeed.

Organic On-Page SEO
While driving traffic to a website through a solid on-page SEO strategy is important, we continue doing so in a way that gives clients ROI through conversion.

Local SEO
Since the advent of Google My Business (GMB) the need for local SEO experts has grown. When a map appears on a search term, 85% of all clicks are awarded to the folks that appear in the map pack.

Technical SEO
It's all about the signals. And choosing a company that understands the technical aspects of how search engines understand what your website is important.

Keyword Word Research
Taking the time to learn and listen about our client's business than helping produce a solid keyword strategy designed to target and gain the right client is a primary focus for Vertical Web.

Link Building
Since the advent of Google, links are arguably one of the most powerful off-site signals your website can have. We employ white hat techniques that will gain links for your website.

Content Writing
Content writing is the backbone of any solid SEO service. Our in-house content team is comprised of journalists are well versed in creating engaging content that is worthy of a top spot in Google.

E-Commerce SEO
Running a successful e-commerce property is something Vertical Web has great experience in. While others talk about increasing profit, our e-commerce SEO strategies are battle-tested and simply work.

Website Repair
From our roots, we are the SEO experts. If your site used to have traffic and now doesn't our Houston SEO team is pros at diagnosing and repairing broken websites.
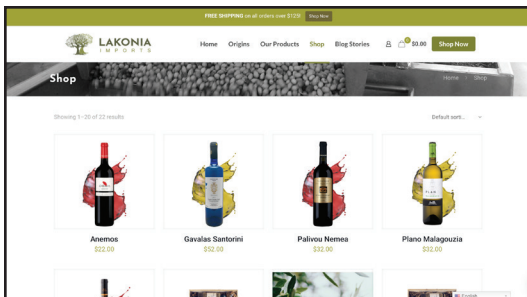
WordPress Conversion/Repair
Although this is more of a web development project, converting a website to WordPress a from "platform-type" site is a unique SEO service Vertical Web provides, often resulting in a large uptick in traffic and sales.
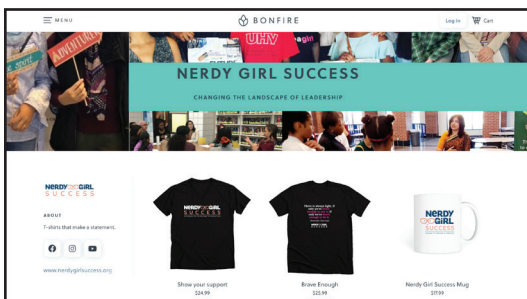
INDUSTRY LEADER IN WEBSITE HOSTING

Secure Web Hosting That Grows With Your Business

Managed WordPress hosting is something that many businesses will eventually migrate to, and for good reason. As one of the most open ended and powerful e-commerce platforms available, WordPress (WP) has spawned an incredible number of plugins and applications. This, along with the unique challenges the platform raises, has created the need for services that secure and oversee sites that are built using the tool. After all, when something goes wrong with the family car, a dealership familiar with the make and model will usually provide the best service. In the same vein, it is best to use a service familiar with the ins and outs of WP when managing a site created using its platform.
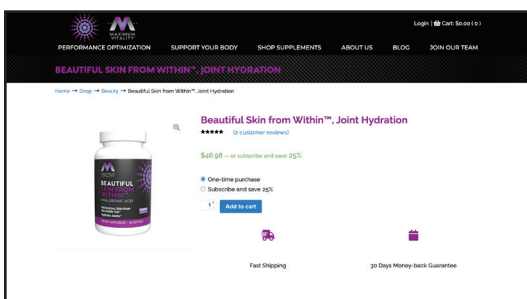

Improved support

The fact is, a WordPress web hosting service is a critical component of the business, and how reliable the service is will determine, to some extent, the site's productivity and reputation. A managed service will have people on staff who can diagnose and ameliorate any problems with the site quickly, minimizing downtime and ensuring the company can get the most from the plugins and applications it ties to its WP site.

Improved security

WP sites with WooCommerce are extremely customizable and can cater to just about any industry that sells online. However, one of the noted issues with WP sites is that they must be secured independently, or the business will be vulnerable to attack. A managed WordPress hosting service knows how to lock a WP site down and defend it from would-be hackers and other malicious types.

Value added services

As WooCommerce becomes more ubiquitous, managed hosting services are being incorporated into larger service portfolios. For example, companies that offer WP hosting often offer web design, development, marketing, and SEO services as well, allowing a company to manage its site through fewer gatekeepers. Also, working with a single partner to manage all of the site's components will streamline everything and speed up implementation of marketing, new plugins, and any necessary coding.

ENGAGING GRAPHIC DESIGN

Producing High-Impact Messages and Campaigns
That Engage, Inspire and Entertain

A brand is a feeling that people get when they encounter your company, the feeling that they come away with when they experience your marketing, advertising, product or customer service. Allow us to write the story that evokes those feelings and helps to create that experience. We will plan, analyze, and create visual solutions to the way the world sees your brand. We are here to help you find the most effective way to get your message to the world while adding value to your company and your concept.

Branding & Illustrations

Grab your audience's attention with a custom illustration. Whether it's for a logo, t-shirt or children's book, we can create beautifully stylized illustrations that will distinguish your product from the crowd. With unique and custom-made illustrations, your next campaign, editorial feature, or product launch can dictate your brand's identity.

Print

Brochures, posters, direct mail and other types of printed materials are physical items that can stay in offices or homes for months or even years after they are received. While many digital marketing materials are useful for a single purpose, the benefits of print media extend farther than most people think.

Copywriting

Your brand refers to how you want to portray yourself to your audience. It affects the customer's perception of your company and reflects on their buying habits. A good copywriter is able to understand the image that you are trying to put forward and work to create that image through writing.

WEB DEVELOPENT SERVICES

Providing The Code-Level Structure Needed
to Ensure That Your Web Site Functions

Web development is at the core of any successful online strategy. The reason this is the case is that when you look at a web designer vs. a web developer, a web developer creates the more important internal working of the website or application. If that is not done correctly multiple functions of the website will suffer.

Often when we review a website not created by an SEO services company, the website and its coding may be slower than preferred by Google's Core Vitals benchmark. That is often because the web developer did not write tight fast code, with embedded functions. Although that is best practice the code is often more difficult to write in the manner. This often shows up with companies that are web development only. Or, WordPress web developers that are not used to being confronted with speed issues. are not written efficiently.

If they're trusted with the right expert, web development services can do the following for your business website:

Web Applications
Web development often involves the creation of custom web applications which provide valuable functionality used to facilitate online transactions, maintain user profiles and do anything that the developer can code.

E-Commerce
E-commerce websites are a bigger undertaking compared to static sites. They involve extensive use of content management systems (CMSs), require multiple web applications to function and must be developed with security in mind.

Management Apps
From a single point of sale, to advanced applications that can help you manage your back office and customers. Web Developers often build functionality to help manage the business not just manage the sales.

Automation
Everything you touch has an automation function. An experienced web development firm can create that functionality for a website reducing overhead and removing tedious manual processes of data entry.
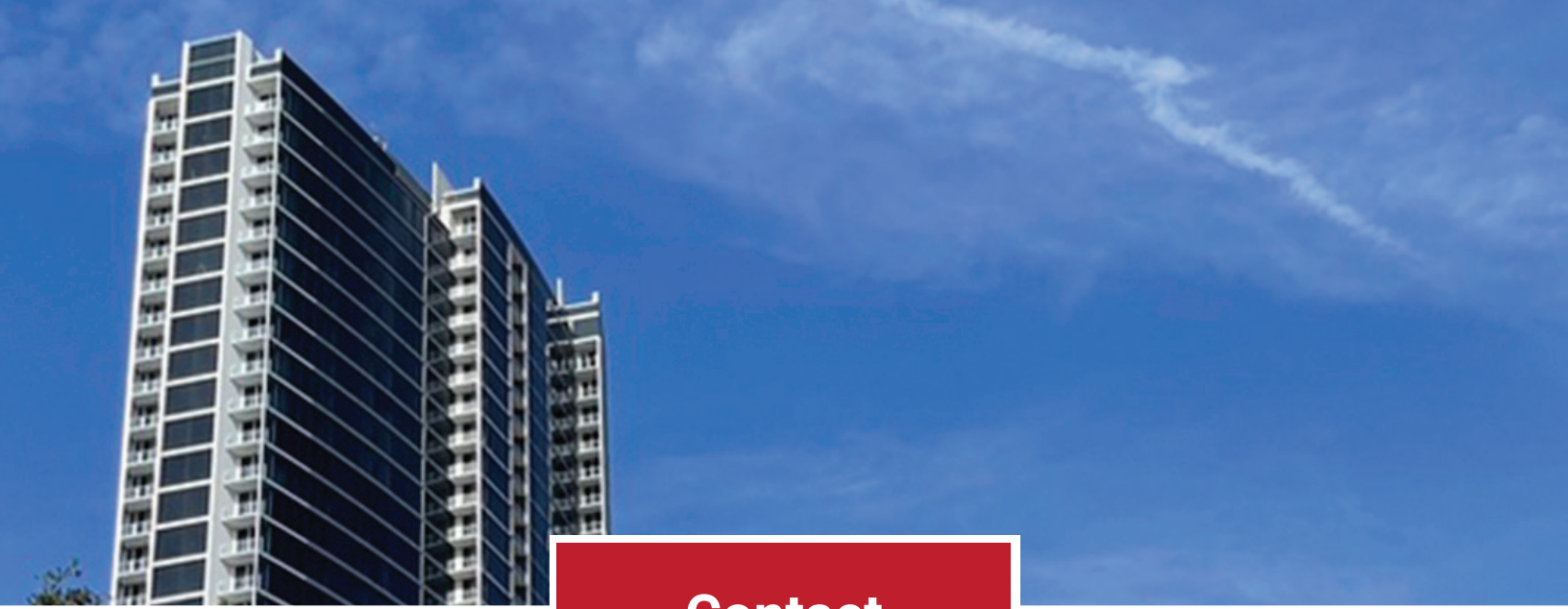
Database Creation
Creating that data architecture that will run a business effectively and smoothly is a primary job for web developers . Almost all they do involves creating, querying, appending, or deleting from a database so it works efficiently.

Code Maintenance
Constant review of code and compliance to best practices keeps a website safe and secure. As exploits in PHP are found, it's the job of the web development to bring the code up to standards can clear any issues that may create.

Contact

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