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## New Year, New Website!

- The Big Question
- The Build Out
- The New Look and Feel

## Building the New Design

We have been playing with websites for years at Agility, so "who will build it?" was an easier question to answer. Building a website is tedious and time-consuming, but nowadays it's all done more efficiently because of Content Management Systems (CMS).

As we were deciding if we'd build a new site or not, we were getting a good amount of traffic to our old site. Because of the tools and functions inherent in our CMS, our site was optimized to the max (i.e., pages loaded quickly, good rankings on search engines, friendly URL's, etc.). Still few visitors were spending "quality time" on our site. We were very happy with how many people were coming to the site, but the new design would help visitors interact with our content in a new and more engaging way.\*

Our CMS allowed us to click to keep all the content, images, menus and forms in place that we knew were working on the old site and incorporate them into the new design. Content moved from right to left, up or down when we put in the new design, but not much of it was new or different. We just reshaped and recolored so it was compatible with the new design. This was all done by logging into the web site. Having the site on a current CMS made implementing a new look and feel to every page just a few clicks of the mouse.

Of course, a fair share of bending and shaping was needed and our SEO team is well versed in Joomla (Our preferred CMS). Joomla gave us the flexibility we needed to build out the new design quickly and efficiently. Any way you slice it, the ease of visiting your website and having the ability to make quick, purposeful edits is what makes a CMS a MUST.

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## Do We or Don't We?

The process for creating a new website may seem like an arduous and almost impossible task for some companies. It can be extremely time-consuming, and the fruits of your labor are not immediately seen. However, the transition from simply talking about a new website to launching a new website is actually easier than it sounds.

It was no different for Agility. There had been a multitude of conversations across departments about what a transition to a new website might look like and how the end result would benefit Agility as a whole. Talks of a new site at Agility were common and constructive, but it wasn't until members of Agility's Search Engine Optimization (SEO) team attended MozCon in Seattle (an annual four day convention for internet marketers) that the conversation switched from a "do we or don't we" to a "how and when" scenario.

Re-energized, our SEO team made a strong push for a new website. We began by vetting design firms - three in total. After a thorough selection process, we chose the design firm that pointed towards being the best fit for what we were trying to accomplish. We wanted a clean design, image based navigation and lots of room for links, both internal and external. We have a lot of great content on our site, but our designer had to help us organize it to not overwhelm our visitors. Liz Burr Design nailed it! After the initial review of the new design we had only a few tweaks before we had our shiny new template. Now we had to build it.

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So, our site needed a new look and feel. Even though our old website was performing well, we all knew that a change was imminent. Yes, the idea of creating a new website can seem like a daunting task, but with clear goals and the right tools launching a new site has never been easier.

Our new site launched without any hoopla or late night coding sessions! We had our new look and feel and the SEO team was quiet for once (except for the sounds of cheer).

\*more about this in an upcoming newsletter edition...

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## Meet the Designer!

Although Agility builds and maintains many types of websites for our clients, with our own skillsets and expertise, finding the right designer to make the site inviting and easy to navigate is a key step in the process. Enter Liz Burr Design! The new

site has the clean and engaging front-end designed by Liz and the strong and flexible back end developed by the Agility SEO team.

Liz worked with Agility to deliver the template that went online Nov. 22nd, of last year. With her creative vision and business savvy, she delivered a professional look and feel web site with simplified navigation for our equally savvy website visitors. She struck the balance between user-experience and what we needed for Search Engine Optimization. Liz Burr Design is headquartered in Brooklyn, NY.

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