

# CREATING SUCCESSFUL WEBSITES

## THERE'S SO MUCH MORE THAN MEETS THE EYE

Using the analogy of an Iceberg; with websites, most people only see what's obvious above the waterline (e.g. the design) and a lot of web design companies focus all of their attention here. We take a more holistic approach and consider all aspects of an effective website – not only design but also usability, functionality, conversion and the on-going marketing of the website – the stuff below the waterline – where most of the effort is required and most of the gains are made.

