

Our Approach and Process

The Fundamentals: Communication, Innovation, and Sound Business Practices

Understanding Your Needs

From our first conversation, we take the time to clearly understand your needs. Building on this foundation, we follow a design process that is directly tailored to the needs of your customers.

- **Designed for your Customers:** all elements of design are based on the specific needs of your target customer.
- **Search Engine Optimization:** sites are completely search engine crawlable, and content is optimized.
- **Clear Navigation:** the navigation system eliminates the possibility that visitors become "lost" in your site.
- **Accessibility:** standards such as W3C ensure that all users, regardless of physical or technological limitations, can use your site.

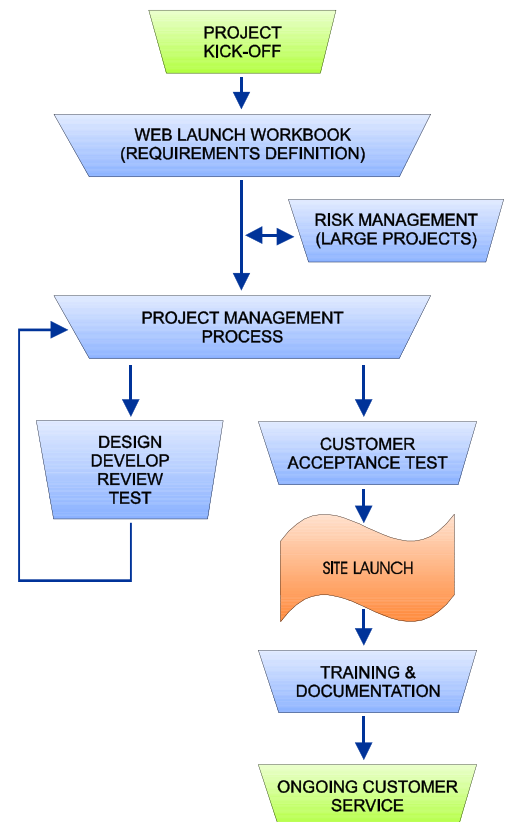
Internal Accountability

At Lewis Media, how we do business is just as important as the results. That is why Lewis Media believes in an open mind policy, good corporate citizenship, and integrity. Everyone at Lewis Media is accountable to each other, to the company, and, above all, to our customers.

Web Site Design Process

Sound business practices have allowed us to develop a process that ensures the accountability and effectiveness of our development activities.

The following diagram illustrates some key elements of Lewis Media's web site design processes.



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