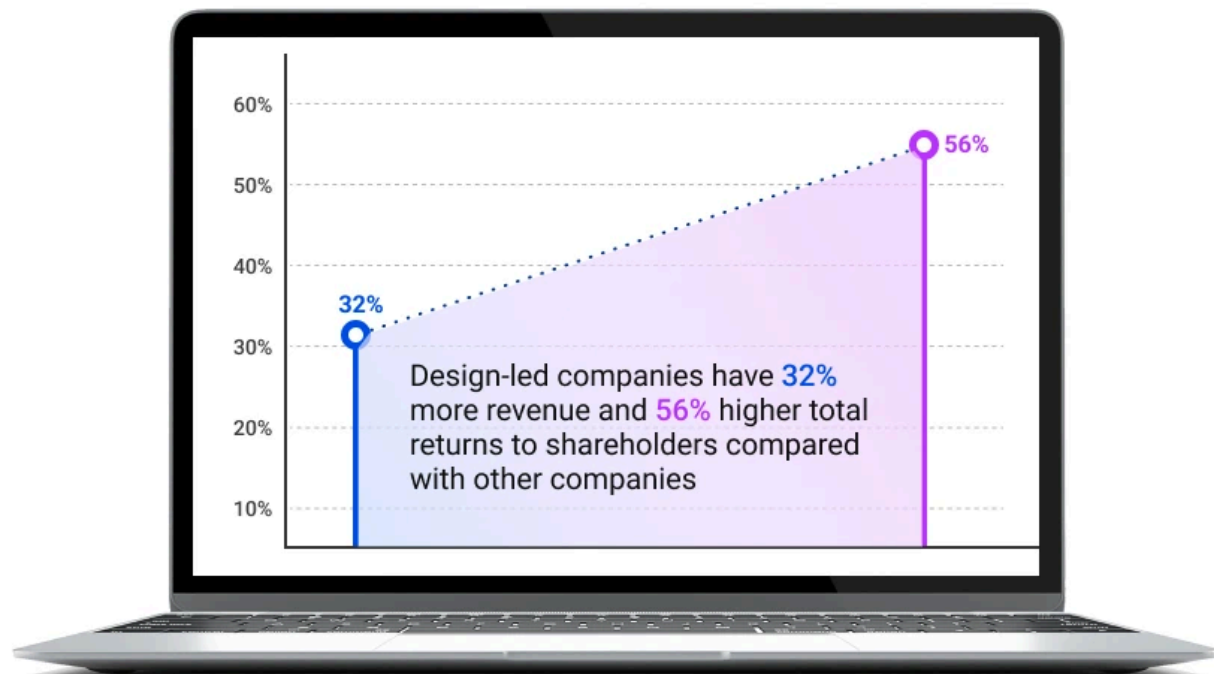# 10 Best Web Design Branding Agencies (Tried & Tested)

Branding and web design boost your bottom line – point, blank, period.

There's a reason why big brands like **Netflix, Cola, and Amazon spend billions of dollars on branding** every year. Over a span of five years, **companies that invested in design earned 32% more revenue and 56% additional returns to shareholders**.

Source: ObjectEdge

Your web design helps your brand **make a strong first impression, building trust and credibility to create long-lasting customer relationships.**

But choosing a web design agency can feel overwhelming…

Fortunately, you don't have to spend hours researching the best web design branding agencies. Instead, we've narrowed down thousands of agencies to just ten. Whether you're in the midst of starting a new business or looking to give your brand a new facelift, our guide will help you pick **out the best agency to help redesign your website.**
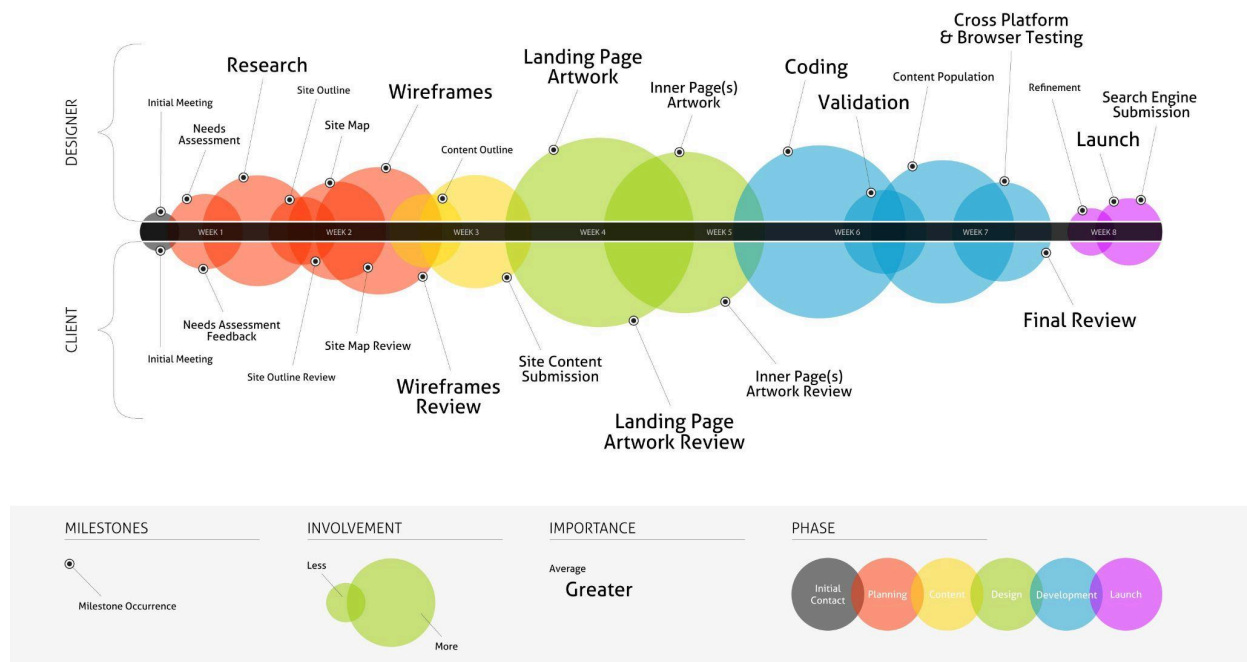
What Is a Web Design Branding Agency?

Web design branding agencies take your website from the first spark of an idea to its completion. There are multiple steps a web design agency will take you through as a client to build your dream website:

1. **Discussing plans:** Every website design and development process begins with a meeting. You'll meet with their team to discuss your website, including the goals of the site, your desired target audience, and the specific elements you want to be included.
2. **Creating a wireframe:** The design team creates a wireframe – basically a layout of the features and elements.
3. **Designing your site:** All design elements are designed, including the layout, typography, and color schemes.
4. **Coding your website:** An agency will have a backend developer to ensure the website actually works.
5. **Website testing and launch:** All aspects of the website will be tested, such as loading speed and mobile optimization. Once it's ready, the agency launches your website and ensures it's optimized for user engagement and search engines.

Source: Pinterest

A full-stack web design branding agency might also provide **branding services to help your business develop a cohesive brand identity.**

The actual deliverables of a branding package will vary, but you can expect the essentials like logo design, color palette, typography, brand style guide, social media graphics, slide deck presentation templates, email templates, and other graphic design collateral.


Source: SSB

B2C vs. B2B Web Design Agency

Hiring a web design agency comes down to one single question – **what is the purpose of your website?** For many of you, it's to drive traffic and get customers. But the design of a website to convert customers will differ depending on whether you're a B2C or a B2B business.

Before you pull your wallet out (or write a check), consider the type of web design agency you need to work with.

- **B2C web design agencies** design websites that can attract general consumers or one buyer persona.
- **B2B web design agencies** focus on building a website that appeals to a specific industry or decision-makers.
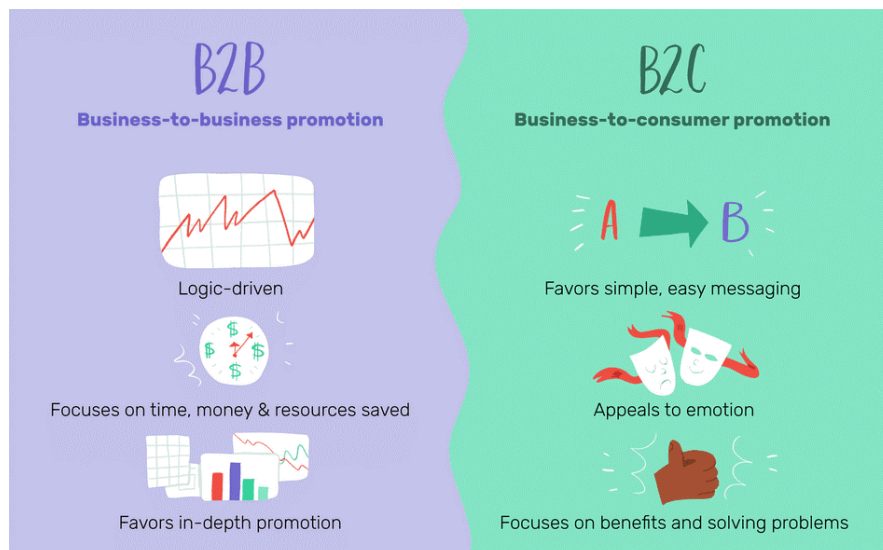
Source:

So what makes a B2C website different from a B2B website? Here are the major differences between the two, so you can better plan your site design.

	B2C	B2B
Target market	Designed to cater to a single buyer persona	Designed to target a handful of audience groups
Sales cycle	Most customers look at reviews and will make a decision within one browsing session	B2B buyers need to speak with a decision maker or have internal board meetings. They may need a demo and several weeks or months before the sale is closed.
Impulse buying vs educating	Website designs promote a sense of urgency for B2C customers to act now	B2B website designs focus more on education than urgency. They provide product specifications, case studies, white papers and certifications or testimonials to build trust.
Fixed cost vs. custom pricing	Pricing is clearly stated based on the product they're getting	Prices are customized to suit the needs of the corporate buyer.
Design elements	B2C sites have compelling headlines, large images and short copy that is easy to act on.	B2B sites have more explainer videos, graphics and numbers to educate. But also tools like contact forms, tools and CTAs to move interested prospects to some form of human

		contact.

Why Do You Need a Web Design Branding Agency?

Branding is often a vast and vague gray area of marketing. It's easy to become overwhelmed when trying to tackle your brand guidelines, website design, messaging, and everything else that falls within the branding umbrella.

Simply put, **website branding agencies help simplify this mammoth task and turn your dream idea into a reality.**

Think of an interior designer who helps you put all the design elements in your home – a web design agency does all the creative work to build an attractive site for your prospective customers to engage with.

If you're still not convinced, here are three reasons why web design agencies are a must-have for any new business or any company looking to rebrand.

Complete Control and Customization

DIY sites sound tempting – certainly less expensive.

Many small businesses with limited budgets opt for website builders. Unfortunately, they're not the best place to create fully-developed websites.

Here are the common problems with website builders and why you should avoid them, especially if you're looking for a robust website to attract more customers.

- Need to upgrade to paid versions
- Limited customization options
- Must follow templates and likely doesn't fit your unique business
- Plenty of restrictions, such as video size or integrations with tools
- Can't move to another platform in the future
- Looks similar to other sites across the web
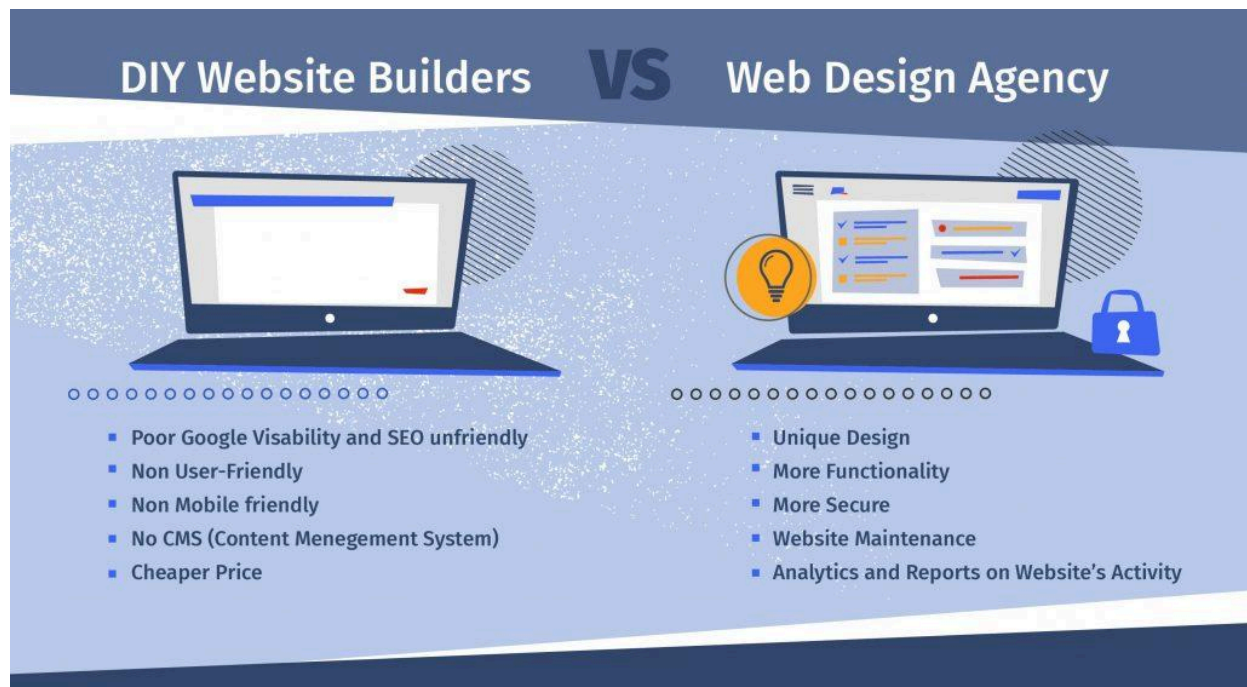
Source: PixeTic

A team of professional designers works with your ideas to create a unique brand identity, so you stand out from the crowd.

You're the boss, and you get to call the shorts.

Whether you want to integrate a CRM of choice, add a chatbot, use specific payment providers, or add helpful tools or calculators, a web design agency works to create the design and functionality your site needs.

Cohesive Brand Identity

The design of your website creates a first impression. **A web design agency helps to build your site and tell your story.** It should paint a clear picture in the minds of your customers, leaving the right impression about your brand.

This means getting all the nitty gritty parts of the website down to a T, like your brand's core values, color schemes, typography, and imaging.

A reliable agency acts as your brand expert, helping you develop a style guide that fits your company's core mission, values, and persona. With a cohesive brand identity and design, it creates consistency across your site, building brand recognition.

Builds Trust and Converts More Customers

Your website is your ally. It's a workhorse that continually captures prospects' attention and puts them through your marketing funnel.

Great UX design can increase conversions by up to 400%. Of course, bad designs will have the opposite effect – you'll end up losing potential customers, and they'll likely never return.
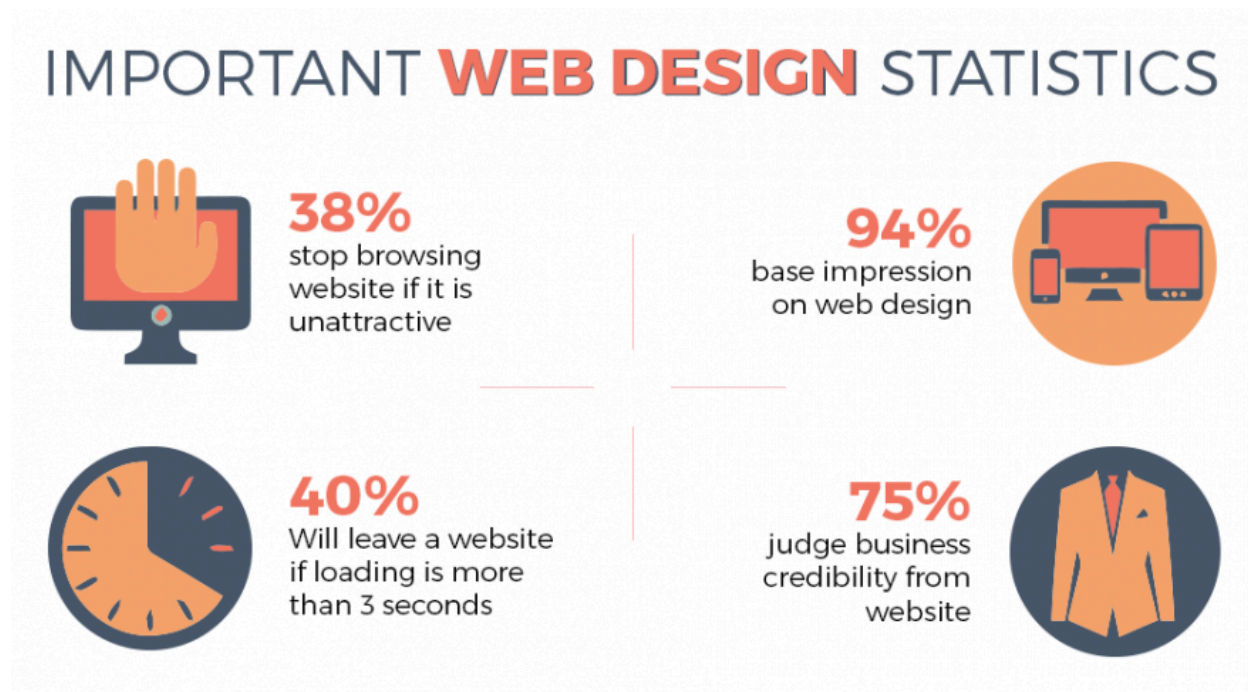

Source: BloggersPassion

There are dozens of aspects that go into web design - navigation, SEO optimization, backend functionality, responsiveness, visuals, page speed, CTA buttons; the list goes on.

But ultimately, the **goal is to turn strangers into loyal customers.**

Web design agencies make your site easy to navigate so visitors can find the essential parts of your business. Visitors' attention spans are short. So responsive and easy-to-navigate design helps them to get the info they need. The best web design agencies know all the tricks of the trade to get your site optimized so that it works for you 24/7.

#1: [Group6 Interactive](#) – The Most Personalized Web Design Branding Agency
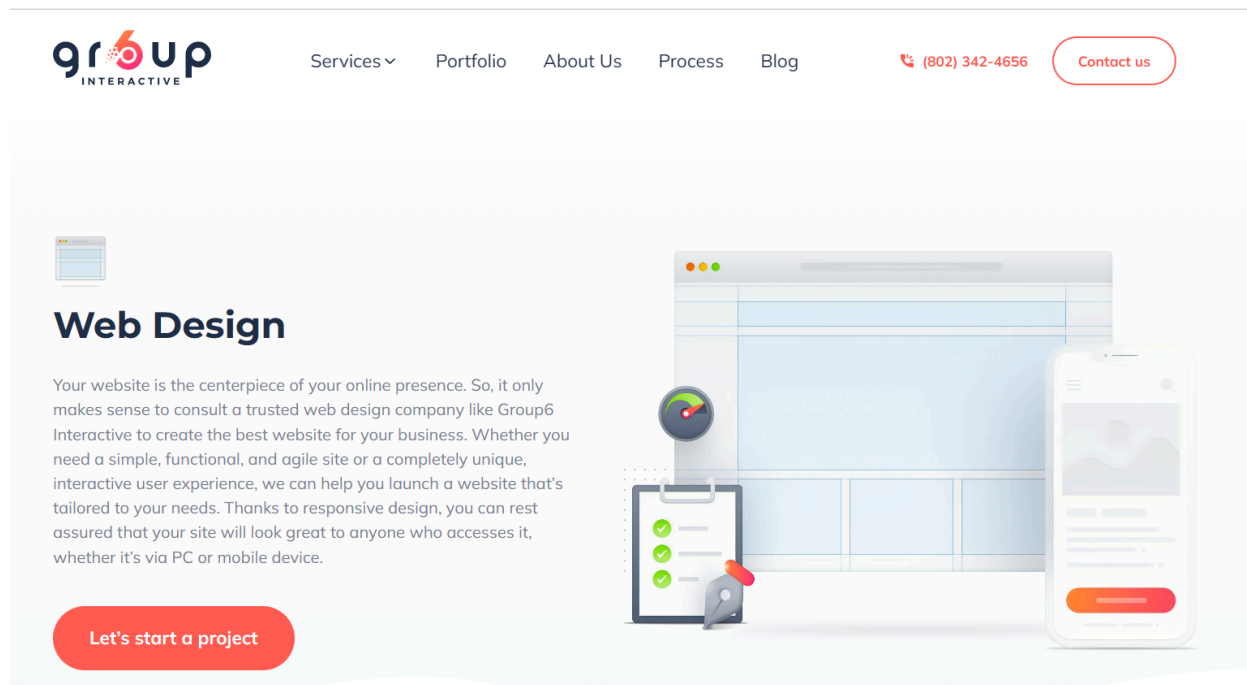
Group6 Interactive is a **full-service web design and SEO agency based in Vermont** to help your business build a strong online presence.

Unlike other agencies, **we make getting bespoke web design services more accessible.** Whether you're a small-fry upstart looking to make a name or a goliath that needs a design upgrade, Group6 Interactive works remotely.

Many design agencies are jack-of-trades (and masters of none). Instead, **we deploy specialists in each aspect of marketing**, giving you industry-level expertise at every turn. You're connected with web designers, SEO experts, graphic designers, copywriters, reputation managers, and other specialists to help create a coherent brand.

Every website we build focuses on three aspects:

- **Tailored to your needs:** We don't shoehorn your business to a cookie-cutter site that we build for other clients. Every site is tailor-made to fit your customer journey.
- **User experience-oriented:** Using reputation management, SEO optimization, fast loading speeds, and other strategies; we get your site ranking.
- **Scalable design -** Your site will be built to accommodate your growth as you acquire more customers. That means they'll pass Google Core Web Vitals and have content management capability so you can scale your site's content marketing.

Curious to learn more or have a question?

[Call our team](#) for a detailed strategy session to see how we can reshape your brand and website.

#2: [OSC Web Design](#) - Best Web Design Branding Agency for Lead Generation and Content Creation
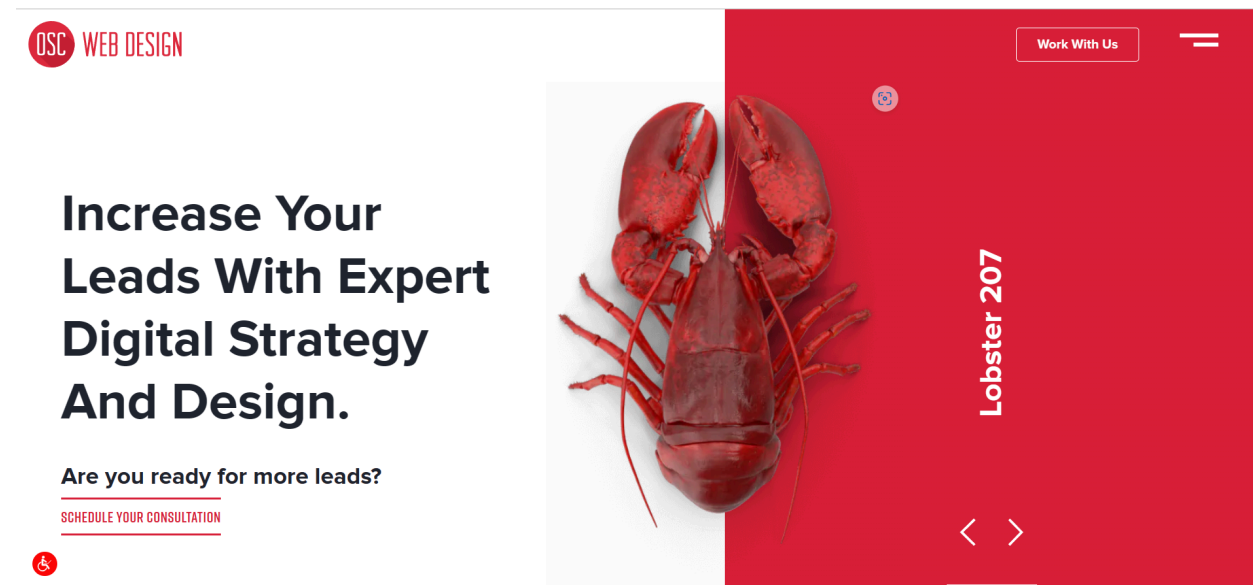
OSC Web Design is a boutique agency that focuses on helping clients create a custom website along with an expert marketing strategy. Their mission is to align your website to your marketing funnel by leveraging the site as a tool to capture leads.

In their case studies, they've demonstrated the ability to help clients create custom solutions based on their needs.

For example, they helped a grocery store develop barcodes on the site and mobile app, so customers can easily search and find products online.

Like other web design services, they follow a dedicated process that helps business owners reach their brand goals. Where OSC differs is that they also provide photography and content creation services along with website design.

We personally believe OSC Web Design is great for physical businesses that want custom content like photography or videography to visually show prospects their products and services.

#3: [Clay](#) - Best Web Design Branding Agency for Enterprises
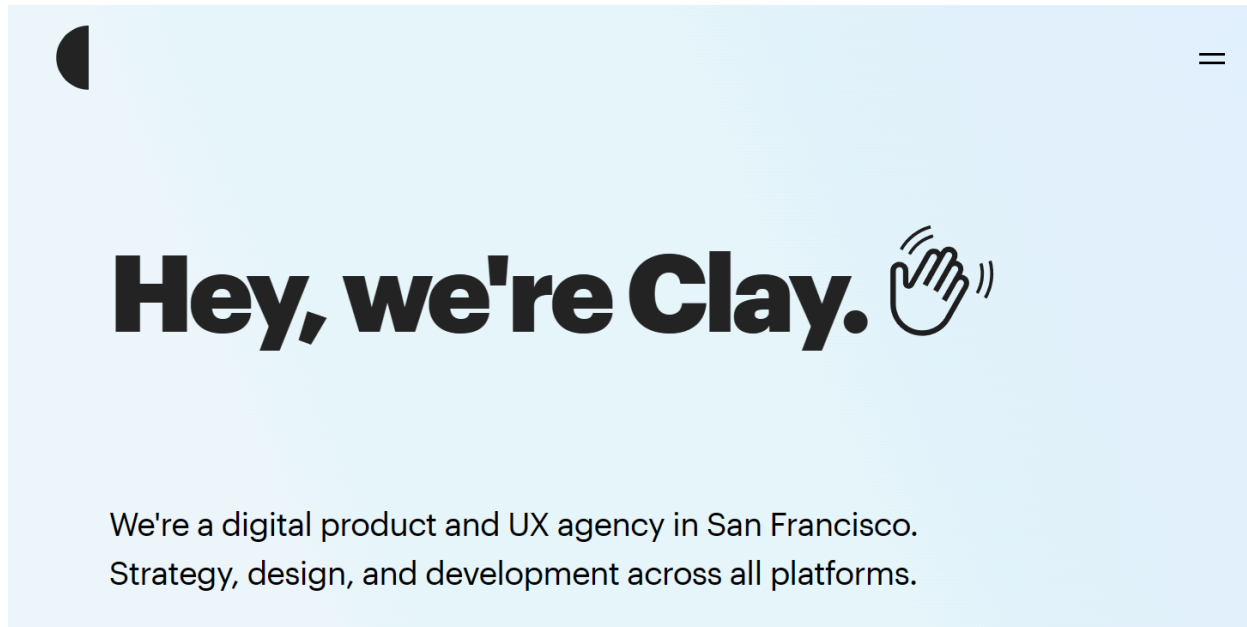
Clay is a full-service UX design agency based in San Francisco, helping some of the largest brands in the world, including Facebook, Google, Credit Karma, Slack, Coinbase, Amazon, Coca-Cola, T-Mobile UPS, and others.

Unlike your traditional web design agency, Clay is experienced with designing all types of solutions like web applications, enterprise software, mobile apps, and even emerging technologies such as AR and VR.

Clay provides the complete package. Essentially, you can think of them as web design meets branding.

They provide a complete end-to-end solution for design, including creating a seamless user experience across your customer touchpoints, such as your main website, product landing pages, company internal portals, and more.

While Clay has worked with some of the greatest tech giants, they are best suited for enterprise companies. Their going rates are high and may not be ideal for small businesses.

#4: [Kobe Digital](#) - Best Web Design Branding Agency for Brand Storytelling
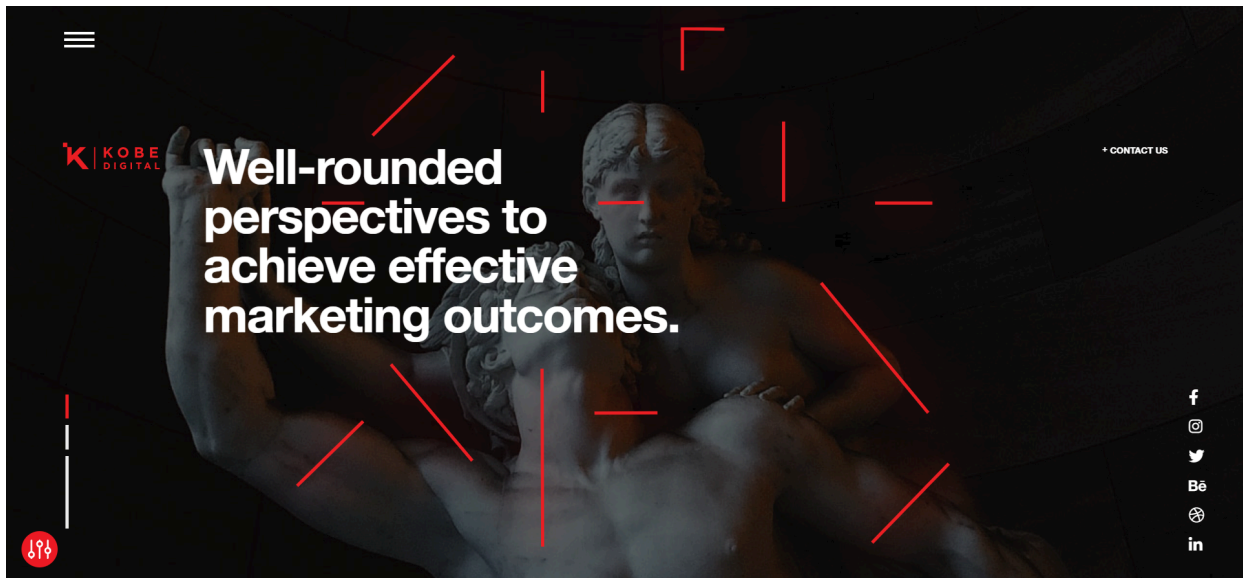
Kobe Digital acts as a high-end outsourced marketing department that unifies a team of design, performance marketing, and video production experts.

Specifically, their Design wing helps to create websites and brand identity so organizations stay ahead of the curve. They primarily focus on helping their clients build the following:

- Brand identity and Strategy
- Brand websites
- E-commerce websites
- Web applications
- Mobile applications

What makes Kobe Digital unique is its ability to integrate those three aspects seamlessly to deliver brand and design creatives that achieve effective marketing outcomes.

Kobe Digital is best suited for businesses that want to use storytelling to increase brand awareness and conversion. They like to incorporate thoughtful video content that helps brands tell their story and weave them into the design of the website. Their content-first approach helps them stand out among other web design agencies.

#5: [SmartSites](#) - Best Web Design Branding Agency for Small & Medium Sized Businesses
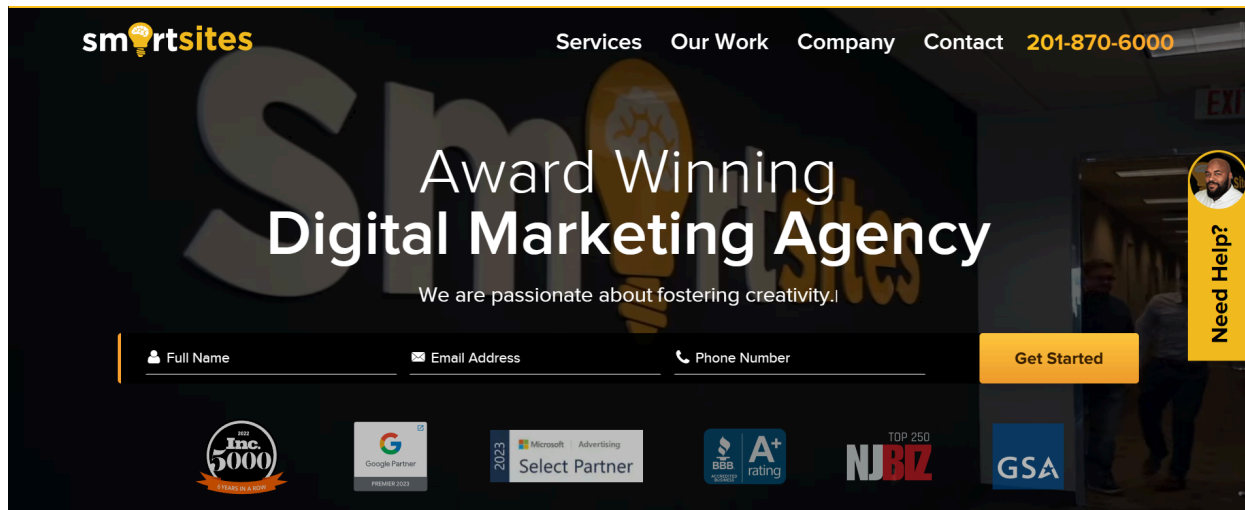
SmartSites has been awarded one of the top design agencies by BestFirms and G2. Armed with a team of digital experts, they offer many standard services from a marketing agency, like web design, PPC advertising, organic SEO, email marketing, and social media.

They have quite an impressive history of results, **launching over 900 websites and helping their clients generate $100M+ in revenue with their projects.**

SmartSites focuses on optimizing your site for:

- **Responsiveness:** Ensuring your site looks great on desktop, mobile, and tablet
- **Loads super fast:** Keeps your Google Page Speed score high
- **Safe and secure:** Implements advanced website security
- **Track your visitors:** Takes an analytical approach to see your site performance

If you're a business that wants a standardized web design, SmartSites is a great choice. They check all the boxes, ensuring your site is optimized to rank on Google. However, if you need help with brand strategy or storytelling, unfortunately, SmartSites isn't the best option.

## #6: [Moburst](#) - Best Web Design Branding Agency for Conversion Optimization

Based in New York City, Moburt is a full-stack marketing agency that delivers UI/UX and web development services. Their company takes an **analytical approach by consistently optimizing your website post-launch to examine user interaction and perform A/B testing.**

Their data-driven methodology utilizes data to guide their decisions for web design, from optimization tactics to design selections.

If you're a company that needs continual web updates and enjoys creating updated workflow systems, Moburt provides ongoing optimization services to ensure your website, app, and other digital strategies are operating at peak performance.

#7: [Clever Code Lab](#) - Best Web Design Branding Agency for Cartoon Designs and Artwork
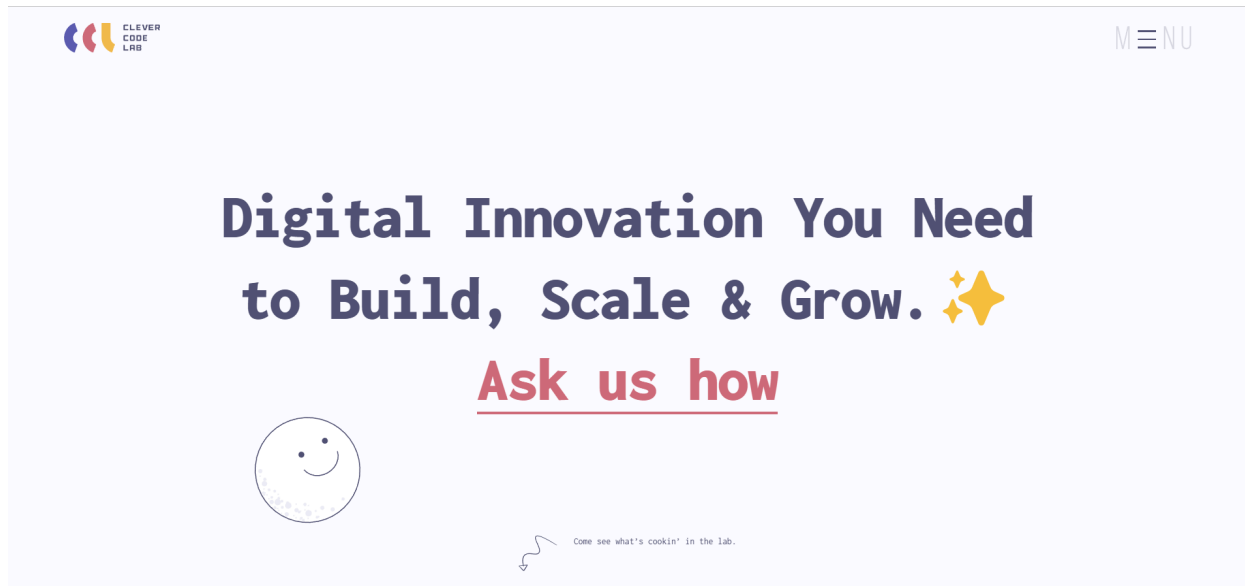
Is your company based around cartoon or graphic themes? Perhaps, you sell a clothing store or content agency that wants to incorporate fun graphics.

Clever Code Lab helps to bring your most imaginative concepts into animation. They have in-house illustrators and motion designers to write narratives and immersive characters that move audiences.

Brands who desire to be bold or stray away from the status quo need their website and content to back up their hardcore beliefs. **Clever Code Lab helps make your website less boring with minimalistic and fun interactive elements to help create a 'wow' factor for your audience.**

They also provide all types of backend development, such as custom web solutions, eye-popping landing pages, and responsive mobile applications.

# #8: [Fireart Studio](#) - Best Web Design Branding Agency for Startups
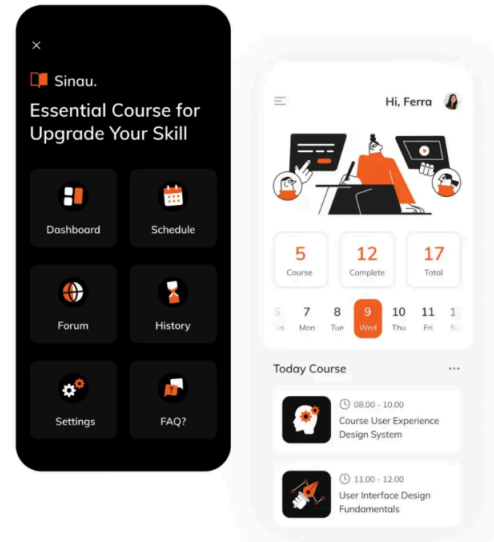
Fireart Studio is an agency headquartered in Warsaw, Poland, focusing on software, product development, and design services. Unlike every other agency, Fireart Studio doesn't offer marketing services.

They focus on four key areas to deliver outstanding websites that give your business a competitive edge.

- **Brand identity:** style guidelines, logos, marketing assets, etc
- **Strategy:** prototyping, user story mapping
- **UX:** user flow, wireframing, information architecture
- **UI:** visual mood boarding, flow guides, UI design, and developer handover

Fireart Studio also provides stunning motion graphic videos to help convey your company's message and explain your products or services. This is especially useful for startups and SaaS companies who need explainer videos and 3D animations to help simplify their business into ideas their customers can understand.

#9: [KrishaWeb](#) - Best Web Design Branding Agency for Brick-and-Mortar Businesses
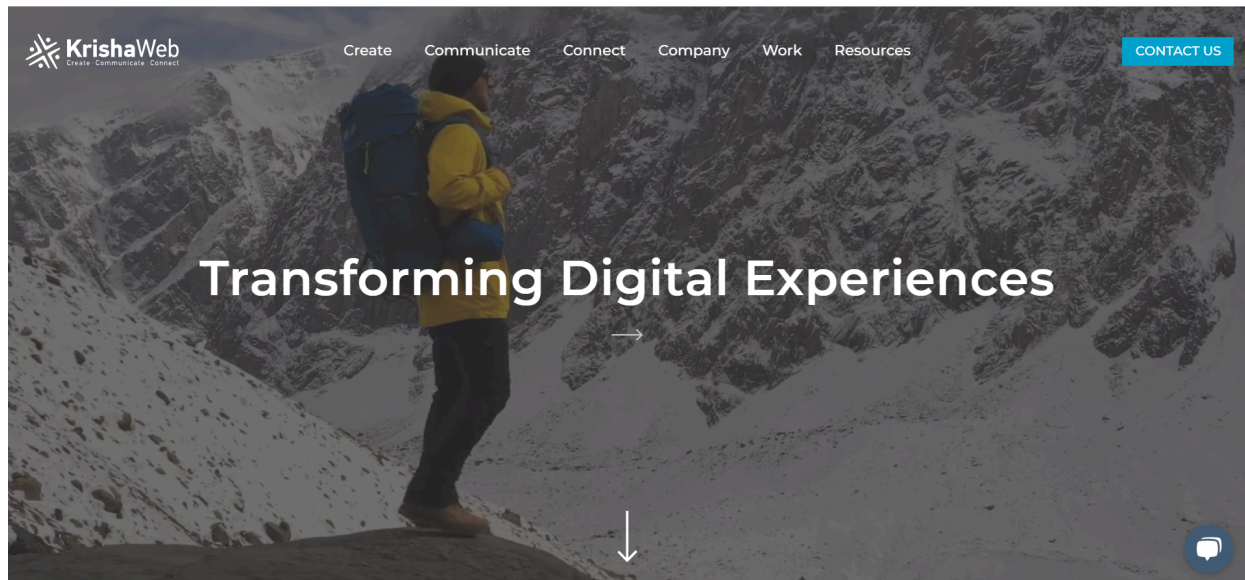
KrishaWeb is a web design and marketing agency primarily **focusing on brick-and-mortar businesses, specifically in industries like:**

- Education
- Healthcare
- Legal
- Fashion
- Restaurants
- Retail

With over 13 years of experience, 100 employees, and six office locations, they're a reliable agency that is exceptional at what they do.

They follow a six-step provide to ensure their web design services satisfy their client's needs:

1. **Plan:** Determine client needs such as content, software, platform, framework, language, etc.
2. **Design:** Design visual representation and site structure through mockups and wireframing
3. **Develop:** Choose the right framework and platform to build the site
4. **Launch:** Test the site on a local server
5. **Promote:** User marketing tools, social media, and optimization techniques to gain traffic
6. **Enhance:** Provide ongoing support and maintenance to the site

#10: [Azuro Digital](#) - Most Affordable Web Design Branding Agency
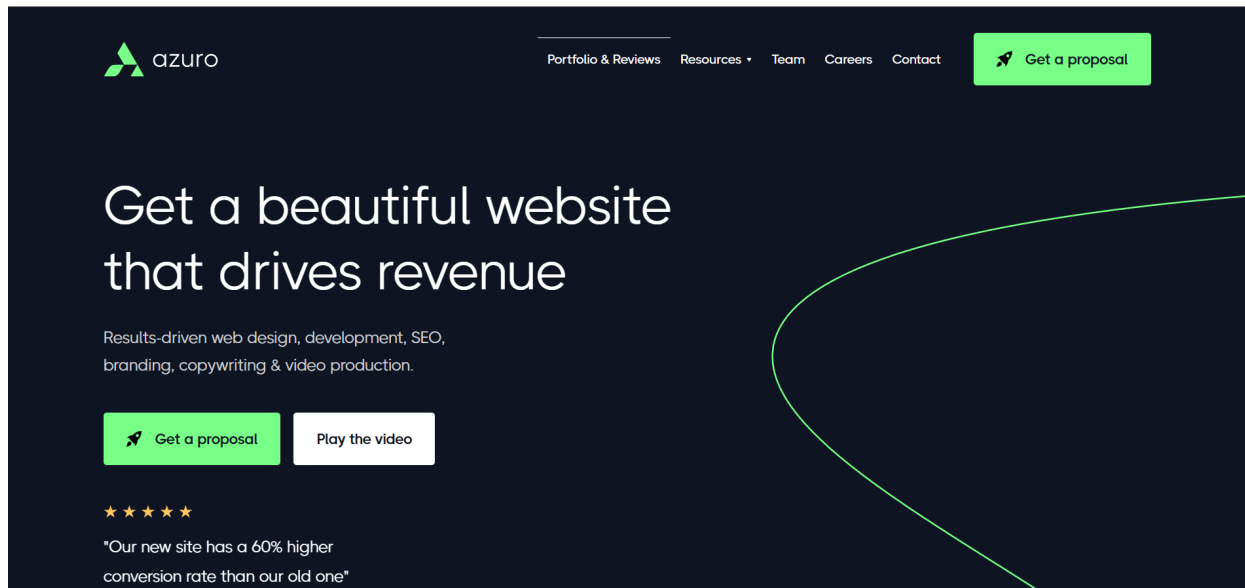
Azuro Digital checks all the boxes when it comes to what you'd want in a design agency. They understand the big picture, which is using web design to drive revenue. **Their company gives you everything your site needs for success and nothing you don't.**

- Custom web design, branding, and logo design
- Conversion rate optimization
- Video production and photography
- Search engine optimization
- WordPress development and maintenance
- Content strategy and copywriting

While there isn't any distinguishing category that makes them stand out from other agencies, they have earned many awards from platforms like CSS Design Awards and WebAwards. If you're a service business that wants a simple website that works and drives results, Azuro is for you.

However, don't expect any innovative transformations like mobile app developments, unique graphics, or breakthrough designs that would give you the edge over competitors.

Ready to Choose Your Next Web Design Branding Agency?

Web design should be left to the experts. **Your company deserves a beautiful, fast, and high converting website** – the right web design agency helps you achieve that. There are only a handful of agencies truly worth choosing from.

All things considered, **Group6 Interactive is the best solution.**

Forget about toggling with clunky website builders or haggling with inexperienced web designers. Or having just a beautiful design **without the functionality and intuitiveness.**

Our team of experts know that **the best design is not only appealing, but also functional.** That's why our team consists of designers, web developers, and leaders – to ensure your web design can **provide the best experience and excel in each area of web design.**

Also, you'll be able to **monitor every step of the development process**, so you can see your brilliant web design getting borned.

Get a customized website design **now** and attract and convert your desired target audience.