

Jeanine Mars

0.0 Home page

Page name: Home

Keywords: branding, logo, design, web design, responsive websites, Seattle WA, graphic design, WordPress, content management system, UI/UX Design, SEO, profesional, tablet-friendly, mobile-friendly, SASS, PHP, HTML, CSS, JavaScript, jQuery, MySQL, front-end developer, hosting, domain names, flexbox, border radius, css gradients, font face, video, audio, applications, cache, svg, icons, social media, freelance, micro website, marketing website, commerce website

Title: Branding, Design and Development | Mars Design | Seattle, WA

Meta Description: Mars Design is a front-end web development company based in Seattle, Washington. We provide Branding, Web Design and Development solutions to our customers.

Headline: **MARS DESIGN**

Paragraph: Mars Design is a front-end web development company based in Seattle, Washington. We provide branding, web design, and development solutions to our customers. Whether you are launching a new website, rebranding your company, or just need help with search engine optimization, Mars Design has you covered.

1.0 Portfolio (Destination Page)

Page name: Portfolio

Keywords: biography, history, about, company, freelance, business, professional, web design, graphic design, responsive, services, skills, portfolio, solutions, websites, best websites, Seattle WA, developer, WordPress, content management system, micro website, micro website, marketing website, ecommerce website, social media, applications, site management, wireframes, illustrator, graphics mobile responsive, UI, UX, information architecture, user experience, front-end, development

Title: Portfolio | Mars Design | Seattle, WA

Meta Description: Mars Design is an ideas company that provides solutions for nonprofits and small businesses using web design, development, and branding expertise.

Headline: About Mars Design

UX/UI designers, front-end developer, and project manager from the Pacific Northwest that likes to think outside the box. I'm constantly pushing my creative boundaries and strive for excellence my work. Success for me is earned when a client's is happy. Currently, I'm providing a solutions for nonprofits and small businesses that are in need of design, development, and branding expertises.

Headline: What We Do

Jeanine guides the clients through the design process. She knows communication with the client is key for everyone to succeed on a project. It's important for her to get to know the clients so that she can understand the needs of the company. Once she has an understanding of the business she is able to bring the project to life for the client.

I'm constantly learning by reading design articles, taking design courses, and self teaching myself new techniques to keep up with the ever changing world of design and development.

Headline: Check Out Our Projects

Please check out our Portfolio to see our past projects.

2.0 Services (Gateway Page)

Page name: Services | Mars Design | Seattle, WA

Keywords: services, company, freelance, business, professional, web design, branding, responsive, services, skills, portfolio, solutions, websites, best websites, Seattle WA, developer, WordPress, content management system, micro website, one page sites, marketing website, ecommerce website, social media, applications, site management, wireframes, illustrator, adobe, photoshop, sketch, creative cloud, user interface, UI, UX, expert

Title: Services | Mars Design | Seattle, WA

Meta Description: Mars Design will provide you with expert Branding, Web Design, and Development services.

Headline 1: Services

Paragraph: Mars Design creates branding and responsive web designs with user in mind. Your website and/or brand can make or break your presence on the internet. We strive to make it a positive experience to keep the viewers captivated.

2.1 Branding (Destination Page)

Page name: Branding

Keywords: branding, graphic design, logo, freelance, web design, services, solutions, websites, best websites, best logos, Seattle WA, developer, micro website, logo design, marketing design, product, packaging, retail design, email design, flyers, brochures, business cards, compliment slips, signage, startup, social media, brand identity, strategy, brand experience, positive brand, strategic, media, targeted brand design, development, analysis

Title: Branding | Services | Mars Design | Seattle, WA

Meta Description: Mars Design is a design company that will create a brand identity targeted specifically to the needs of your company.

Headline 1: Branding with Mars Design

Mars Design will create a brand identity targeted specifically to the needs of your company. We create brands that appeal to your audience and that will make your company shine. It's our goal to create a brand that you can identify with and will love.

Headline 2: The Beginning of the Branding Process

To begin the branding process will need to discover who you are as a company. We want to be able to tell your story through your brand, bring out your values, and show the world who you through your brand. Once we able to determine your company's story we can then start the process of making a logo.

Logo Process:

- 1) Our team will start out by sketching logo ideas in black and white until we capture the essence of the company.
- 2) After the foundation is built for the logo we will start to determine the color palette for the brand.
- 3) The next step in the process will be to pick the typography. The typography is very important and emotional choice because it will communicate the brands persona to the viewer.

4) In this step we will then begin the process of making the brands style guidelines. The style guidelines will be easy to follow with precise rules about how the user can replicate the brand identity.

2.2 Design and Development (Destination Page)

Page name: Design and Development

Keywords: ground up, startup, design, web design, responsive websites, Seattle WA, WordPress, content management system, UI/UX Design, SEO, profesional, tablet-friendly, mobile-friendly, SASS, PHP, HTML, CSS, JavaScript, jQuery, lightbox, sliders, MySQL, front-end developer, hosting, domain names, flexbox, border radius, css gradients, font face, video, audio, applications, cache, svg, icons, social media, custom solution

Title: Design and Development | Services | Mars Design | Seattle, WA

Meta Description: Grow your business with a tailored website to fit your needs. Mars Design offers expert web design using SASS, HTML, CSS, PHP, JavaScript and jQuery.

Headline 1: Design and Development

We create websites from scratch that are responsive to all devices. The websites are built using SASS, PHP, HTML, CSS, JavaScript, and jQuery. We build custom front-end website that can be integrated into WordPress sites. The protosite can be the final product but most customer prefer that the website is integrated into a WordPress site for ease of content updates.

Headline 2: The Website Process

Mars Design builds user interface with your customer in mind. Our goal is to make your new website easy to navigate and visually pleasing with added functionality.

Website Process:

- 1)First we follow a process to make the interface as easy as possible to navigate using Information Architecture.
- 2) We will take what we've learned from the Information Architecture to start building the wireframes. The IA will start the foundation of the visual design.

- 3) The next step in the process is building the visual design to decide the color combination and the most visually pleasing layout for the website.
- 4) After the visual design is chosen I start the process of building the protosite site with mock up content and pictures.
- 5) The Protosite site is a fully functional website that will include the customers pictures and content.
- 6) The final step in the process is a WordPress Integration to make content easier to update.

Headline 3: CMS Integration

CMS Integration might be a good option if your site will require frequent content updates. If you have an existing website feel free to contact us about WordPress Integration.

- We will integrate a your custom website into a WordPress Theme.
- A we will add all the appropriate plug-ins for your site.
- Upon completion of the WordPress Integration we will give you training to show you how to update your content on the WordPress website yourself.

Headline 4: Hosting Package

If you choose the Hosting Package we will update the website when you send us new content to be added to your site. Please note that yearly charges will apply for the Hosting Package option.

Package includes 1 full year of the following:

- Web hosting
- Domain name *
- Content updates

*This includes 1 domain but more domains can be purchased for an extra charge

Headline 5: Timeline

Depending on the size and requirements it will take about 3-4 weeks from start to finish for your new or redesigned website to be completed. If you have a bigger project scope the process could be longer.

3.0 News Feed (Destination Page)

Page name: News Feed

Keywords: blog post, tutorials, social media feed, design, front-end

scratch, design, web design, responsive websites, Seattle WA, , WordPress, content management system, UI/UX Design, SEO, profesional, tablet-friendly, mobile-friendly, SASS, PHP, HTML, CSS, JavaScript, jQuery, MySQL, front-end developer, hosting, domain names, flexbox, border radius, css gradients, font face, video, audio, applications, cache, svg, icons, social media, brand identity, strategy, brand experience, positive brand, strategic, media, targeted brand design, development, analysis, news feeds, stories, trending, topics, blog, stories, ideas, information, on-trend

Title: News Feed | Mars Design | Seattle, WA

Meta Description: The news feed will contain posts about branding, user experience, and trending web design topics. Mars Design provides on-trend posting that will give you something to think about.

Headline: News Feed

Page Name: News Feed

Paragraph: Our news feed contains posts about branding, user experience, and other on trend web design topics. Check back soon for more news feeds or sign up for our newsletter to get up to date information about our new postings.

Case Study

1. **Background** - provides the general situation for the client

The client CSCMP Puget Sound Round Table heard about my work through a colleague. The client was not happy with the visual part of their website and wanted a site that would be easy to update themselves.

2. **Issues/Problems** - the specific needs the website will address

The original website for the CSCMP had broken links, unloadable pages, and the site looked visually unappealing because it didn't have very much white space.

3. **Process/Actions/Decisions** - explains how decisions were made between choices and actions taken

Together we looked at the CSCMP roundtables around the country to figure out what kind of layouts ideas they might on the local site. After I was given the website rating system I integrated similar design options into the customers wireframes for approval. Another important thing the client wanted from the website was the option to be able to update the content on the website with ease. The decision was made we were going to make the website into a custom WordPress theme after completion of the protosite.

4. **Work** - identifies the work that was done and the tools used for what purpose

First, I wanted to find out about the company. After I started to get a feel for what the company was looking for I started building my wireframes and visual designs for the website using Adobe Illustrator. The client picked one of three visual designs and then I started building the prototype using HTML, CSS, JavaScript, and PHP. Upon completion of the prototype I integrated the website into a custom WordPress theme to make it easier for the client to update themselves.

5. **Result** - indicates the positive result for the client, either in their words or in verifiable benefits

The client is very happy to have a new website that is visually appealing to new visitors and they like how much easier it is to update the website using the WordPress integration. The CSCMP Puget Sound Roundtable thinks the site looks more professional and they feel like they will draw in more sponsors and volunteers for events.

Elevator Pitch

I'm a front-end web developer that is passionate about building beautiful websites for my clients. My background in project management has helped me excel at communications with clients and staying on top of deadlines. Currently, I'm working on building a website for a nonprofit that helps students with scholarship opportunities.

4.0 Contact (Destination Page)

Page name: Contact

Keywords: contact, call, connect, email, phone, twitter, facebook, github, linkedIn, instagram, address, hire, contract, snapchat, youtube, logo, website, branding, UI, UX, design, front-end, developer, web designer

Title: Contact | Mars Design | Seattle, WA

Meta Description: Contact Mars Design for your UI/UX Design, Branding, Web Design and Development services.

Headline: **Contact**

Paragraph: Let us know how we can help you with your new or existing website, branding, or any other needs that you think we might be able to solve for you. Also, let us know if you have any questions or concerns.

