

BEYOND WEB DEVELOPMENT

Our team is just as experienced in web development as we are digital marketing. Most web development companies know how to build a website, but do not know how to build a web site that is optimized for search engine ranking. Usually, in this market, you pay extra for that service. There are certain aspects in the way a website is designed that correlates with marketing and how well that website will perform. For example. Google measures user-experience, size of photos, use of keywords during creation, security, and more. We do not just build websites, we build websites that are built to perform.

FREE TRAINING

One of the BIGGEST struggles of a business owner is the annoyance of trying to make a change on their website. Usually, something as simple as a date change is out of their scope of knowledge. However, we offer free training to every client. We teach the client how to edit, add, and promote their website. In addition to this, it is vital to take note that the platform in which the website is built will also be very user-friendly to those who may not have web dev knowledge.

SSL CERTIFICATE

An SSL certificate is a safety measure for websites. All websites are measured on their ability to house an SSL Certificate. If a website does not have an SSL Certificate, the website is listed as not-secure and their Google ranking is negatively impacted. All ZDM websites are SSL compliant and listed as secure.

COMPLETE TRANSPARENCY

Many companies keep a tight rein on the websites they build, making it hard for companies to make simple informational changes. In some cases, it can also be very difficult for the average business owner to understand the back-end/administrative side of the website. Fortunately, ZDM constructs each of their websites in an easily-navigable platform that is owner-friendly. Each client will also have access to the backend of their website. We train and teach the client to understand.

ON-CALL

As much as training a client to operate their own digital presence sounds wonderful, the daily life of a business owner is often hectic. Sometimes, the most comfortable knowledge is knowing that they do not have to bear the weight of new technology alone. ZDM serves as their team, stepping in during those chaotic moments. We are on-call for simple adjustments, questions, advice, and SOS emergencies.

WEBSITE MANAGEMENT

The ZDM team keeps a website safe from any type of malware. It is the team's responsibly to make sure all elements are running smoothly, and the software undergoes necessary updates.

HOSTING

Websites are hosted on our premium server that is equipped with speed and extra security nets. Speed and security are both factors in a business's Google ranking.