

Bold Eye Media: We Provide Website Design That Sets You Apart from the Competition!

In today's highly competitive, unforgiving marketplace, your business can't afford to look like the rest of the competition. Instead, effective branding establishes who you are and what you do, and it gives you a competitive edge and helps you forge a unique identity. An essential aspect of this is your website, which is your 24/7 business card and salesperson.

Based in Bellingham, WA, Bold Eye Media uses CMS (WordPress) to create and design websites with a unique theme and which look and function great. We're an agency specializing in digital marketing and design. Through our services, small businesses in the Bellingham area cultivate their brands, which enables them to communicate effectively with their online audiences. As brand identity sets in and a loyal customer base develops, marketplace strength grows as customers not only return but also share their experiences with others.

When you trust Bold Eye Media as your go-to agency for web design in Bellingham, you have an entire team devoted to nothing short of perfection for your website and your business!

WordPress for Effectiveness and Responsiveness

One of the most frustrating things for customers is websites that don't work well on all devices. With the majority of web searches now occurring on mobile devices and the percentage growing, it's critical that your website loads quickly and properly on them and that it functions well. If you've ever opened a website on a mobile device and found it unresponsive or difficult to use, then you likely did what most others do as well: you closed the site, went somewhere else, and didn't return.

That's the exact thing you do not want happening with your website!

At Bold Eye, we make certain that the website for your Bellingham small business will load well on any device. Our reliable, high-level coding will give you confidence that mobile (and other) users can discover your website and that they will stay. The efficient design we create will guarantee fast loading, ease of use, proper functioning, and seamless transitions between pages. By keeping your website mobile-responsive, you'll also do better in search results; because there are more and more mobile users, search engines are increasingly tailoring their algorithms around mobile users' experiences.

To create websites that stand out and perform well for Bellingham businesses, we use WordPress. It's effective and secure, and among all the open-source content management systems out there, it's in our experience the best. On your end, with WordPress you'll be able to access your website and manage its content from any device, giving you unparalleled flexibility and mobility.

A Unique Face and Presence

If you look or sound just like the competition, there's less incentive for customers to stay with you as opposed to going anywhere else.

Therefore, beyond just creating websites that function well, Bold Eye designs websites that fit your business's needs and goals as it grows and that appeal to your customers. By focusing locally on small businesses in Bellingham, we're able to provide the personal touch that enables this.

As we get started, we talk with you about your goals, listen to your requests, and workshop what type of website is going to work best for your needs. By developing an engaging, informative, and far-reaching website, we'll help you accomplish those goals you talk to us about.

We mentioned customer retention and loyalty earlier and want to come back to that now. Outreach to new customers is always important, of course, but what some business owners don't fully appreciate is that retention and loyalty are the basis of growth and strength. There's a lot of competition out there, and it's a challenge attracting and keeping customers.

Bold Eye Media understands that, and we work to customize your website so that it not only helps you connect with potential customers but also makes it easier for you to retain them. The people who become loyal customers don't just keep buying your products or using your services; they also spread the word about your business to friends, family, colleagues, and others by word of mouth and through social media.

Successful SEO Strategy

Your business needs more than just a website that looks great and functions well.

More and more, Search Engine Optimization (SEO) is the name of the game. SEO involves the careful use of keywords and phrases that improve a business's standing in search results. Unless your business is appearing on the first page of results or at least among the first three, it's going to be difficult to reach the clientele you want and to maintain a competitive presence in the marketplace.

Bold Eye Media studies trends and changing algorithms to help keep your business relevant in search results. SEO is an ongoing process, and we help you stay on top of this. With effective SEO, you'll be better able to reach your desired audience and build your customer base.

Content Is Key, Too!

We will also make sure your content is both supporting your SEO strategy and providing your customers the information they need. By working closely with you, we can tailor content to meet your customers' interests and needs, and we also determine the styles and formats they prefer so that you'll keep their attention. It's another part of the personal touch Bold Eye offers Bellingham small businesses.

Always Collaborating

We realize there's a lot involved in running a business and that website design is just a part of that, and we know that the responsibilities can be overwhelming. As a result, we promise to guide you through the process of website design, explaining things clearly and answering any questions you may have. By using state-of-the-art tools and handling the tricky details, we'll save you a lot of time and worry, but we'll also involve you so that you have the training to make future updates and changes yourself as needed.

Some Common FAQs

Why WordPress?

WordPress is customizable and flexible, with a large knowledge base. It's one of the most user-friendly CMS options on the market and the best one for small businesses. [Learn more.](#)

Why do Wordpress sites need maintenance?

The online world is in a constant state of change. Irrelevancy occurs faster than ever before. You absolutely need constant, competent maintenance. [More](#) on why WordPress sites need maintenance.

Do I need a website redesign?

The web and the marketplace are constantly changing. You can't just create a website and sit back anymore. Bold Eye Media can work with you to determine what kinds of updates your website needs to stay competitive. Here are some [some signs](#) that your website may need a redesign.

Does my business really need a website?

If you're a small business serving a limited community, you might question the need for a website if you already have a physical presence. However, going without a website today is a major mistake since so many users are finding businesses through online searches, not through advertisements or passing by in person. Your website is probably the first impression of your business that many or most will get. [Learn more](#) about why it's important to have a website.

Ready to start? Have more questions? Just [contact us](#) today and we'll be be happy to help!

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