

# LSV Communications Launches Website Design Service

*Website design service leverages value proposition messaging, AI video, and traditional video*

HOUSTON , TX, US, May 31, 2023 /EINPresswire.com/ -- LSV Communications announces today the launch of a website design service that leverages the agency's expertise in value proposition messaging, artificial intelligence (AI) video, and traditional video.

LSV Communications follows best practices to ensure a client's digital footprint rises above the routine website experience: [\[See video version of website design best practices.\]](#)

1. First impression: A website is often the initial point of contact for potential customers so a positive first impression must communicate professionalism, trustworthiness, and credibility.
2. Branding and differentiation: A website must align with the brand identity to establish a memorable image that differentiates a company from competitors, including value propositions on the home page and throughout the site.
3. User experience: Organized menus, clear navigation titles, and consistent design elements are required as are clean pages to ensure content scanning, the primary characteristic of site visitors, and extended time on site.
4. Search engine optimization (SEO): Search engine algorithms are complex and continuously evolving. LSV Communications is up to date on optimization best practices with SEO content that includes the keywords potential customers use to search for industry information.
5. Conversion and sales: A well-designed website is based on conversion optimization, encouraging visitors to make a purchase, submit a form, or contact the business.
6. Mobile responsiveness: Outstanding web design ensures that a website looks and functions well across various devices and screen sizes.

The new website design service, which does not require a lengthy contract, is the agency's third new offering this year. In February and March, the agency launched a video voiceover service and an AI video storytelling service with human-like avatars.

## [About LSV Communications](#)

LSV Communications, founded in 2016, is a digital marketing agency structured on the principle of value proposition messaging to differentiate a company from competitors. The agency's [TargetMarketFIRST™](#) 21st-century business model creates this messaging with a signature style of short, conversational sentences and paragraphs, energetic website design and content, imaginative video production, voiceovers, and artificial intelligence video storytelling. This expertise increases content engagement and creates an emotional attachment to the brand.

The trademark is the property of LSV Communications.

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