Website Design For Ulterra Newly Completed By Moon And Owl Marketing

August 29, 2018

Fort Worth, Texas - August 29, 2018 -
Moon and Owl Marketing, based in Fort Worth, TX, is pleased to announce the launch of a new website for Ulterra Drilling Technologies, an international leader in PDC bit design and manufacturing for the oil and gas industry. The new site features improved UX/UI with easier navigation and a much greater depth of content. An article bank was also included so that users would be able to research the latest case studies and news about each individual product. Interactive applications for oil and gas drilling professionals to calculate ROP and other important technical aspects will also be launched in the near future.

Jordan Fowler, President of Moon and Owl Marketing, says: "As a leader in oil & gas drilling technologies, it is a privilege for Moon and Owl to partner with Ulterra in designing and developing their new website. We'll continue this relationship with ongoing content marketing and SEO efforts. We enjoy working with innovators in their respective fields and it is our privilege to help Ulterra with their industry education efforts and to help them be found, liked, and trusted as the experts on PDC bit design and downhole tools."

As web designers, Moon and Owl Marketing offers a full and comprehensive service and development process. This starts with a deep pre-design strategic research phase, known as the Clarity exercise. This

enables the designers to gain an understanding of site needs and preferences, while also looking at competitors. Uniquely, the company also performs a preliminary search on appropriate keywords and suggestions. Jordan Fowler says: "This is where we are a step ahead of the competition. Before the design begins, we begin with an SEO mindset, rather than SEO as an afterthought."

After the strategic phase, the company gets to work on the sitemap creation. This will outline what will be included in the website, providing a digital landscape. This can be as complex or as simple as required.

The next phase of development is content development, as this drives the design of the website itself. The company offers a 'Brand Voicing Session' as standard with packages that provide a report on determining writing style, keywords, and more. The team of writers at Moon and Owl Marketing make use of this report to ensure that they produce appropriate content.

Then, the functional design phase commences. This culminates in the development of a wireframe, which is the layout of the website. A mock-up will then be created, where the creative designers get to work on making visuals of the end product. According to Jordan Fowler: "From the color palette to typography to the inclusion of media, nothing is left to chance. Every element of the design amplifies your message and your content."

Revisions can be made at any point in the above stages, as the company collaborates with each client. Once everybody is happy with the result, the coding phase will start, ensuring that it would be free from errors. The website will then be tested for each of the important elements, including speed, ecommerce applications, contact forms, links, and more.

Finally, the website will be revealed including a punch list guide that allows clients to request for further changes. Only then will the site go live, after which the work of Moon and Owl Marketing will continue. Indeed, because they enter into partnerships with all of their clients, the continuing work that they do for clients include Google Analytics, search engine optimization, syndication of press releases, training clients on how to use their website themselves, and more.

Jordan Fowler says: "Moon & Owl is providing ongoing SEO efforts for Ulterra, as well as site security, hosting and updates. We want Ulterra to be focused on growth, not their website."

Ulterra had entered into a digital agency of record agreement with Moon and Owl Marketing in 2017. This is a long-term contract, which means they will continue to access the company's search engine optimization services, enabling their website to rank high on the search engine results. Marketing services will also be included to further the visibility and authority of Ulterra. Both companies have expressed excitement about the future.

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Moon and Owl Marketing

Moon and Owl is a full-service marketing agency in Fort Worth, TX serving clients across the US.
Web Design | *SEO* | *Digital Marketing* | *Copywriting* | *SEM* | *Social Media Marketing* | *Print* | *Graphic Design*

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