

Awwwards Rates Creative Theory As The #1 Web Design Service In Western Canada

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The SEO and Web Design experts Creative Theory has been rated the #1 web design service in Western Canada by Awwwards. The company, which offers a multitude of services, including printing, signage, video production, SEO and web design, has given the rating due to the impressive results that they have given to their clients.

The company, which was started in 2013 by John Damia, and then sold to Sergio Rushing, is ecstatic to win its first award, and from an international web design authority Awwwards no less, says CEO Rushing. "What makes us stand out is our philosophy of combining beautiful designs with easy to use functionality which increases sales by up to 39%," he said. Reportedly, over 500 websites entered this competition making the competition tough and winning difficult.

Web design is one of the fastest growing industries today. Every business needs a website to compete in the marketplace, and many people are starting their own personal blogs. While website design can get very technical, Sergio believes it is essential to translate all that into something understandable by the layman. "We want to make sure that all of our clients know what we can offer them, and what the limitations of the technology are. So that they get exactly what they wanted - and expected - from their website," he says.

While a great looking website is important, Rushing says that what's even more important is optimizing conversions - that's to say, turning visitors into customers to increase a business's bottom line. As told, there are a number of things that Creative Theory suggest on their website to do this. They recommend making the website's navigation easy to use and self explaining. Rushing explains, "You should have your phone number at the top in large, visible font and to also have a contact form for those customers who prefer to email."

"Having a beautiful website just doesn't cut it in today's competitive marketplace. Consumers demand much, much more and that's what we aim to give them," says Rushing. He encourages any readers to contact Creative Theory if they feel their website doesn't accurately reflect their business or doesn't get potential

customers taking action to call them or email them.

Visit: <http://www.creativetheory.ca/calgary/web-design/>.

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For more information about Creative Theory, contact the company here: Creative Theory Sergio
Rushing contact@creativetheory.ca 421 7th Avenue S.W., 30th Floor Calgary, Alberta, T2P, 4K9

Creative Theory

Email: contact@creativetheory.ca

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