ellell & co. Capabilities

Website Development
We develop custom websites on the most popular platforms: WordPress, Shopify, Squarespace, HTML5, and more. We also offer hourly development help on an ongoing project. We love fixing website bugs & adding new features.

Website Redesign & Usability Improvements
Good design is a powerful thing. We help you overhaul that old, broken, confusing website that's holding your business back. Our team will work closely with you to craft a website geared to grow your business and tell your unique story. No cookie-cutter websites!

Advanced Search Engine Optimization (SEO)
Let's spend some additional time and effort to make sure your site is showing up on Google and other search engines. This involves a mix of coding, content strategy and competitor research.

Website Maintenance
If you wish to have us on-call after launch, we offer this maintenance plan which includes web hosting, basic site updates and priority support.
- Up to 3 hours of small web development tasks per month (ie: add button here, add video to page, format a blog post, help with new content formatting).
- WordPress and plugin updates bi-weekly.
- Troubleshooting and resolving all bugs found.

Coding Workshops
We teach coding workshops for Girl Develop It, AIGA and Grand Circus. Topics range from WordPress (basic & advanced) to Responsive Web Design, SEO and Entrepreneurship. Ask us about on-site courses and training tailored to your team.

Our Process

1. Discovery
We really get to know your business: what you do, how you do it, and what sets you apart from the competition. We'll talk with you about your business goals and strategies. If you have an existing website, we'll look at how it's working for you – and how it isn't.

2. Design
We'll design a fully customized website (or improvements to an existing site) to help it reach its full potential. We share first drafts of two or three design options with you, and then fine-tune the design to make sure it accurately conveys your brand. We make sure that all of the key decision makers have approved the design direction.

3. Development
Once you have approved the design, we move on to the meat of our work: building your website. We'll code your custom theme, and add all the new features you need. Web development takes a few weeks and we like to keep you in the loop by sharing our progress along the way. We conduct extensive website testing to deliver you a website that looks great on all modern browsers and devices.

4. Launch!
In the weeks leading up to launch, we'll train you on adding and editing content to your new site. Once you're comfortable with those tasks and everything looks just right, your site goes live and you get to show the world.

5. Post-launch
By launch day our clients are confident enough to maintain the content on their own sites, without our help. However, keeping up with the technology (plugin and web platform updates) can be time consuming and may need more technical expertise. Technology is constantly changing and your business website should always keep up, for security and for marketing purposes. We offer a maintenance plan to give you peace of mind going forward.

Our developers

Leeann Drees: Leeann is a web developer who specializes in custom WordPress sites for nonprofits and small businesses. She teaches HTML & CSS and WordPress community workshops and serves as a Chapter Leader for Girl Develop It Detroit. Leeann lives in Detroit.
https://www.linkedin.com/in/leeanndrees

Laura Eagin: Laura Eagin is a web developer and graphic designer with a passion for user experience. Her focus in the last six years has been on custom WordPress theme development. She champions good design and usability as guiding principles to any project.
https://www.linkedin.com/in/lauraeagin

Samples Sites
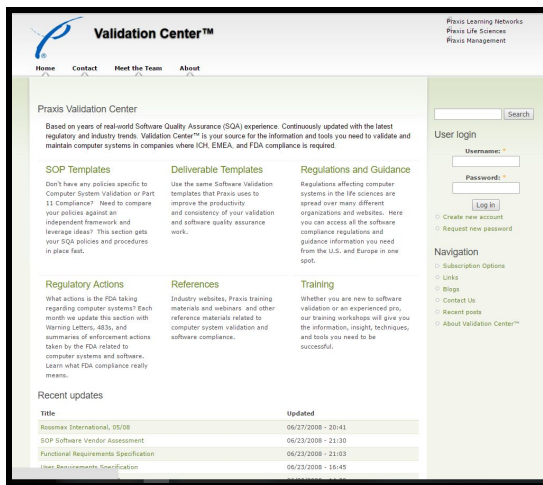
ValidationCenter.com

A consulting firm, a document library, a training provider, a webinar host...

What exactly does Validation Center do? The answer is a lot of things. The new website needed to support the sale of free and paid courses, user accounts, free webinars, downloadable templates and documents and an event calendar.
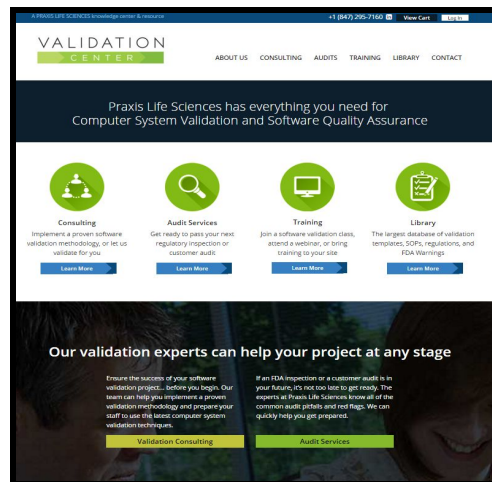
The biggest challenge: helping the user understand these offerings at a glance.

We designed simple icons and showcased the four types of services front and center on the homepage, above the fold. With one stone we solved a couple of issues.. The end result was a noticeable increase in web traffic and sales. Customer confidence went through the roof.

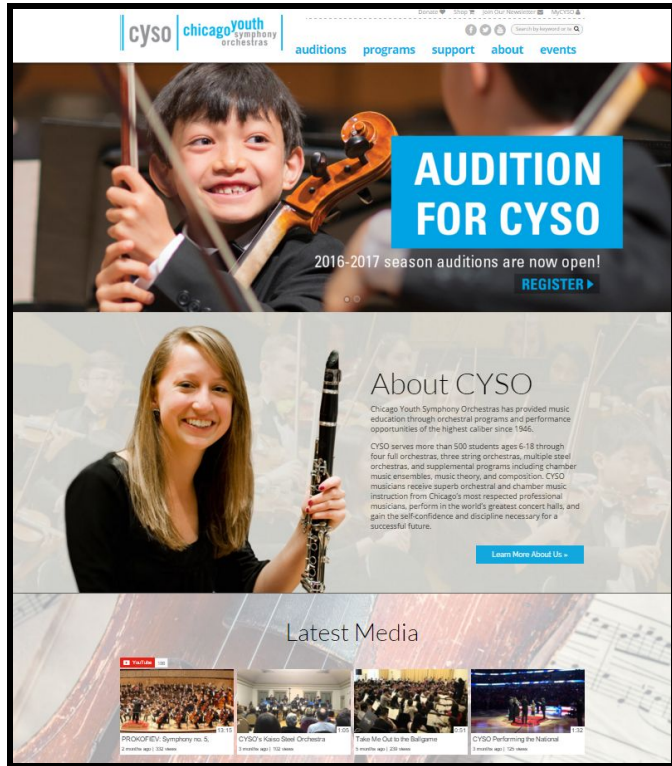**Old Site**   **New Site**

Samples Sites

Chicago Youth Symphony Orchestra

"Should you continue to call and pressure a dysfunctional dev team that just doesn't get your requests? Should you start over completely? Or is there a way to rescue the web project?"

That's the pickle the Chicago Symphony Youth Orchestras was in. Ellell & co. jumped in to help bring the website to completion on time and on budget. We worked around the clock, but we're happy to have helped this nonprofit build a website that they can be proud of.

Ellell & co. prioritized the list of needs to get the most important concerns addressed fast, and made some great usability improvements along the way.

Socra Tea Detroit

After plenty of research, we decided Shopify was the right platform for Socra Tea's needs, and set to work building a custom theme.

Some features of the new site:

- Easily searchable and sortable listings of Socra Tea's many products.
- Seamless shopping experience.
- Mobile-friendly design, with contact info and hours prominently displayed in the header and footer.
- Mailing list sign-up form, powered by MailChimp.
- Look and feel inspired by the tea shop itself.
- An Instagram widget on the home page keeps things fresh and up-to-date.