



Get relevant.
Be relevant.
Stay relevant.



Sleight-of-Hand Studios

Sleight-of-Hand Studios solves your most vexing digital challenges. With over a decade of experience designing, building, and hosting websites, and a deep understanding of the digital ecosystem, we have technical solutions to fit your needs and budget.

WHAT SETS US APART?

- *Guidance* to make informed decisions for long-term success and site evolution
- *Sensitivity* to small staff and volunteer organization time, budget, and needs
- Extensive *subject domain expertise* ensures we understand your business mission
- *Online experiences* built to align with your unique audience, objectives, and content
- *A true partnership engagement model* leads to lasting relationships with our clients and the communities in which they operate

OUR MISSION

To bring strategic direction, contemporary technology, and supporting business processes to small businesses and mission-driven communities, enhancing outreach, awareness, and collaboration.



Discovery



Content strategy/architecture



Website design



Hosting/support

Contact Us

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Discovery

Planning your website requires a shared understanding between our team and your subject matter experts. By defining desired behaviors and outcomes, we build buy-in and develop metrics to assure project success.

- Moderated meetings
- Brand alignment
- Stakeholder interviews
- Audience analysis
- Requirements definition
- Project brief

Content strategy and architecture

Your website is only as good as the ability for your visitors to find the content they need to take the action you want. We ensure an intuitive and relevant journey for your visitors, while aligning the website to your business goals.

- Content audit
- Core messaging and calls to action
- Content modeling
- Site architecture
- Usability and accessibility assessments
- Custom workflows for audience and content creators

Website design

Design is more than how the site looks. It is the technical foundation for ensuring that your organization is professionally positioned to do business on the web.

- Code and modules that support functionality, security, and performance
- Semantic code to ensure accessibility and SEO
- Modern, mobile-friendly site appearance
- Enhanced content authoring and management experience to reduce burden for content creators
- Integration with third-party applications, AMSs, and CRMs
- Continuous improvement model to allow ongoing enhancement of the existing site with new features, without the need to rebuild

Support, now and later

Our team specializes in working with small staff organizations. We function as your outsourced web department—providing insights, guidance, and training—to ensure you have the information you need to make the right decisions. We stay with you after the launch to keep the site secure, performant, and relevant.

- Training
- Project management
- Security and code updates
- Code repository
- Site enhancements
- Hosting



WHY DRUPAL?

- A truly configurable solution with limited need for custom code
- Enhanced security, with extensive user management, to control entry and access of content
- Native structured content capability allows for the design of any content needs
- Unique query builder accommodates consistent reuse and repurpose of content across the website
- Mobile first and mobile ready
- Scalable for future development



Drupal Rescue™

Get your website back on track. We reverse engineer your existing site to understand its original intent, and then work with you to plan the optimal route to the future. Our rescue plans are always custom, and may include usability, configuration, security, and performance.

- Expert front- and/or back-end investigation
- Website audit
- Host evaluation
- Drupal best practices compliance
- Backup and recovery status
- Remediation

