

# Custom WordPress Sites that Convert



We design & build [custom themes](#) for WordPress sites based on carefully researched Brand & Creative Strategy. We also specialize in [eCommerce sites \(WooCommerce\)](#). Specialists in custom child themes for [Divi](#). Click image above to review.

**Building Smartly Designed Websites on WordPress for over 14 years:** We've designed and built WordPress themes from scratch. We've managed a 160 site business solution based on WordPress multi-site administration. We build and [manage eCommerce sites with WooCommerce](#). Our sites are mobile responsive. Beyond smart design and UI, we create a website that sells.

**Design process with three key checkpoints:** You review and help clarify Creative Strategy, Wire Frames, then a visual Design & StyleGuide, all before we program your site.



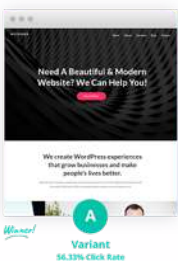
On your **Creative Strategy** sheet we review brand messaging, colors, fonts, and logo considerations. We also benchmark competitors.



**Wire Frames** show desired content in page positions with functionality notes for the designer.



Your **Visual Design and Style Guide** are to size full color jpg(s) bringing together the guidance from the first two documents.



**Split Tests for more leads & Sales.** Webdirexion specializes in a marketing tactic called CRO — Conversion Rate Optimization. This involves an “A/B” landing page test to determine which of two design versions will pull in more leads.

**Expert WordPress Care:** After your site is up and running we take care of security, uptime, backups, SEO, site speed, and more.



Webdirexion is a marketing partner for [Elegant Themes](#), [Nelio A/B Testing](#) & [WP Site Hosting](#). We're also a value added reseller for [OnePageCRM](#) and [MailChimp](#) (we use all of these too!).