

## Explore Our Services

Digibar is the leader in social marketing and advertising. Our able team is made up of young and vibrant designers, writers, strategists and animators. These individuals take pride in creating innovative and results-driven campaigns by bringing their unique expertise on-board, and together giving our clients nothing but the best! We make use of the latest technological tools to design and create top-notch graphics and animations, and powerful branding that makes your business stand out from the rest. We manage Twitter, YouTube, Instagram and Facebook platforms. Our expertise in these areas includes content creation, community management, strategy development, and advertising.

### Content Creation

Digibar knows that the key to a successful digital marketing strategy is having a great and unique content. As a result we have an able team that produces an engaging, converts and informative content. Our content creators have what it takes for storytelling and will produce a narrative that will resonate with your audience. Digibar also creates beautiful visuals that are functional.

The best part of our work is to make sure the content we create for you are aligned with the goals of your business. So whether you want to increase the awareness of your brand, generate leads or drive website traffic, just know that with Digibar you're in the safest hands.

### Search engine optimization (SEO)

Imagine you're in a 500 meter race and have what it takes to win – you have your headband and running shoes on, ready for the go signal. Just a minute! You just noticed a secret and short route to get you to the finish line before your competitors. That is exactly what Digibar does. We use secret shortcuts to raise and rank your website higher in search engine results pages. We also delight in optimizing the content and structure of your website to enable Google and other search engines to easily find and understand the content of your website. It also helps the search engines to know what your website is about and the services you render.

### UI/UX Design

Do you want to grow your business or improve it with a UI/ UX design? At Digibar we provide website development consultation and assist you in designing or auditing your design. We also advise on how it can be maintained and improved. Digibar helps you to achieve the importance and benefits of having captivating design and excellent user experience in mobile apps, web apps and the products we build using UI/UX.

### Website Design

A custom web design expert knows how to create a pleasing site that doesn't look haphazard or amateurish. These are essential qualities for keeping potential customers around long enough to see everything you have to offer them. And most of all, Digibar team of experts in design know all about creating an excellent first impression — which helps you go an extra mile in increasing your retention time.

Not hiring a professional body to design your website will result in having a website that look out dated or have major issues, resulting in lost sales or traffic. Hiring a professional web designer like us ensures that your site is built properly so that you don't have to worry about making updates or fixing problems later on.

Why your website should be maintained on regular basis.

This is the next stage of your business and a very crucial one. Now that your website is fully built and fulfilling its intended purpose, you have to maintain every aspect of it.

Why should this be done and what goal will it achieve? Here are reasons to buttress this point!

Effective marketing strategies in our current and ever evolving digital landscape have become the cornerstone of the success of businesses online. Businesses can thrive and navigate the dynamic terrain with the right approach and successfully stand out in the midst of fierce competition. To make sure our clients stay on top and thrive, we stay at the forefront of digital marketing trends.

Having a website in our fast growing digital world has become a necessity. Therefore an optimum performance and a seamless user experience must be continually ensured.

To ensure an excellent user experience and a good feedback, your website must be void of 404 errors. Keeping your website up to date will keep your users and visitors engaged all the time. Have you ever visited a website where you were unable to navigate through? -did you visit the site again? Regular maintenance reduces the chances of visitors encountering errors when they visit your site and this makes you insured. Your search engine performance on the other hand will always improve.

The truth is errors like broken links, missing images and several others make websites look sloppy. Also if a website does not undergo a regular maintenance, it will not continue to appear at the top of search engine results when a user is searching for the services you render. If these problems are not fixed, you will end up incurring a huge financial loss. When you maintain your website regularly you will know when something is going wrong or not working as it should. The fact is you want to put an important information across and you must prove to google and your customers that you are worth the trust. This will help you to establish a stronger reputation online.

There are times we visit websites of some reputable companies and realise they have an issue with the site. That doesn't deter us from visiting the site again – why? -Because we know the problem will be resolved in no time. Why is that? We know their services are consistent and trust in their delivery. Imagine you login to Twitter and had a 404 error on their website. Won't you trust this problem will be fixed? Yes because you know the company has invested so much into their systems maintenance. That is exactly how your users ought to feel since they trust in your consistency and level of performance