

## Local Agency Wins National Honors for Websites!

Fraser, CO - (November, 2015) – Fraser based Graphic Design, Web, and Marketing firm O2 Creative, was recently awarded two Silver W3 Awards for websites they designed and developed in house. The W3 Awards are managed by of The Academy of Interactive and Visual Arts and honor exceptional Websites, Mobile Sites, and online content created by some of the best agencies, designers, and creators worldwide.

O2 Creative received a Silver W3 Award for the design and user experience of Headwaters Trails Alliance's new website, [www.HeadwatersTrails.org](http://www.HeadwatersTrails.org) and a Silver W3 Award for Visit Winter Park's innovative online magazine, [www.VisitWinterPark.com](http://www.VisitWinterPark.com).

O2 Creative has identified a niche in the world of website design and development. All the websites they produce are thoughtfully designed to do a job and work for their clients.

After the team meets with clients to go over website functionality, branding requirements, and design requests, Art Director Jason Patchett-Gillis spends time creating design concepts for the layout, look, and impression of the website.

"For Visit Winter Park we wanted to make sure the website would appeal to the millennial generation and we also needed to include opportunities for paid advertisements. Said Jason "We worked to find the balance between art and advertising while making sure the reader experience was protected."

"When working on HTA we wanted to simplify the user's experience, allow them to find information, and allow HTA as an organization to promote their work and opportunities to get involved. To do this we brought the somewhat dated website into the modern age using full-screen photography, guidelines for font usage, mobile-friendly navigation, and an earthy color pallet."

The next stage in the website development process is coding the site to look and behave like the design concepts. This is where Abel Thomas, the Lead Web Developer at O2 Creative gets to work.

"Both Visit Winter Park and HTA had their share of programming intricacies and complex functionalities, but coding those sites from visual mockups to full-scale websites was so fulfilling in the end and all the more so when we won awards for both of them." Said Abel "Not to mention, I learned a ton throughout the process, and became a better developer as a result."

Before a website goes live, O2 Creative tests extensively for bugs, ensures that all the links are functional, optimizes all pages for search engines, and if requested provides client training on website updates and management.

O2 Creative is a full service creative agency that works with local and national clients. O2 Creative designs thoughtful layouts and develops fully-functional websites that show return on investment both short and long-term. Located a mere five minutes from Winter Park Resort, O2 Creative is a great opportunity for front-range business owners to head to the mountains for business...and hit the slopes!

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