

We build. Connect. Convert.

STRATEGIC WEBSITES
DESIGNED TO GROW
YOUR BUSINESS

Powered by AstroBOLD

Our website growth framework



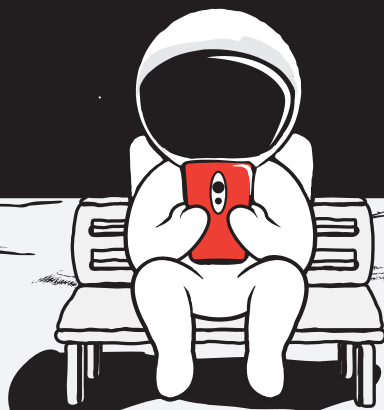


ABOUT US

At BOLD Concepts, we help businesses create stronger digital experiences through thoughtful strategy, branding, and website design.

Based in Calgary, we work with businesses of all sizes to build websites to feel modern, easy to navigate, and designed to support real growth.

We believe a great website should do more than just look good, it should help you stand out, connect with the right audience, and move people to take action.



BOLD
CONCEPTS

theboldtouch.com

WHAT WE OFFER

A successful website combines beautiful design, clear content, and a strong conversion strategy. We create engaging, high-quality websites designed to connect with your audience, drive results, and grow with your business.

Strategic website design

We don't do cookie-cutter. Every website we build is custom-designed to reflect your brand, connect with your audience, and convert visitors into loyal customers. We focus on both beauty and performance.

Responsive across every device

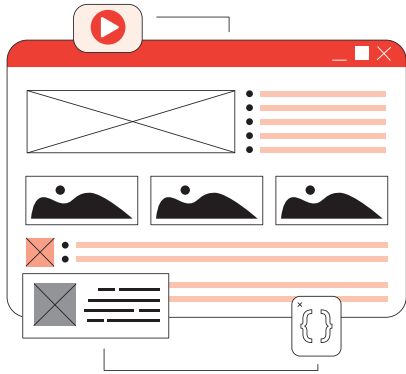
Built to look and perform seamlessly across desktop, tablet, and mobile.



Conversion focused experience

Designed to guide visitors toward action through clear messaging and thoughtful user journeys.

Smart Website Personalization



Your website should be as personal as your brand. We deliver a tailored experience to your visitors. Our personalization tools enable dynamic content based on user behaviour and preferences, boosting engagement and driving action.

Fast Speed & Optimized

Working with us we will ensure your site will load fast and run smoothly. We use image optimization, efficient coding, and global CDN delivery to ensure quick load times which Google appreciates.

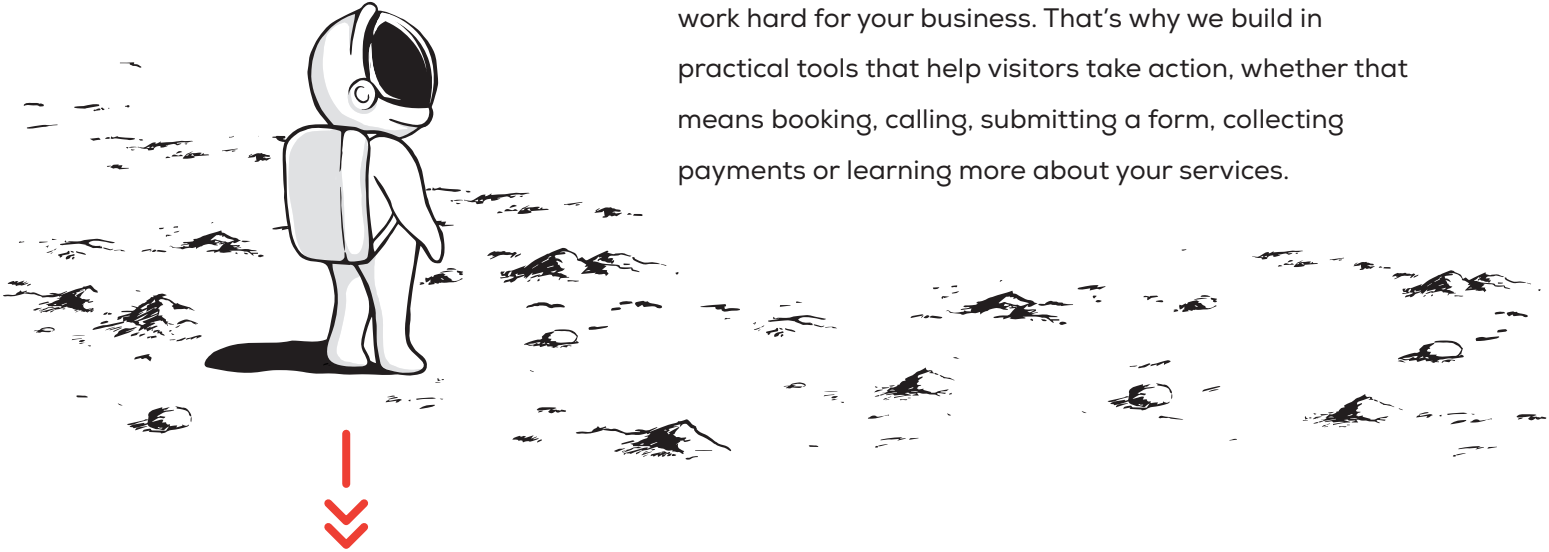
Smart SEO



No matter your website size, search engine visibility is key. We build every site with SEO best practices—targeting the right keywords, structuring content effectively, and optimizing for speed—to help you rank higher and attract more traffic.

WEBSITE DRIVING FEATURES

A great website should look good, but it also needs to work hard for your business. That's why we build in practical tools that help visitors take action, whether that means booking, calling, submitting a form, collecting payments or learning more about your services.















Business Tools & Website Features

Expand your offerings with customized features that enable third-party integrations and enhanced design capabilities. Build customized widgets for integrating third-party calendars, social feeds, weather reports, and more.



CUSTOMIZABLE FEATURES

	Click-to-Call	Enables customers to call a business in one click from a mobile device.
	Maps	Intergrated with Google Maps, provides a step-by-step direction to your store or office.
	Multi-Location	For businesses across the city or region, provide a map for visitors detailing each location.
	Coupons	Set promos for customers on your site. Control the promo details and duration, etc.
	Online Booking	We can plug-in a third party online scheduling systems to book appointments on all devices. Streamline your business.
	Custom Menus	Allow your customers to select a menu item, services or even list out a services with pricing.
	Business Hours	A crucial part of any website, this widget can be setup manually or automatically connected to your Google profile.
	Contact	This widget can be customized as lead generation tool or give customers alternative way of reaching out to your business.
	Click-to-email	Provide visitors with the ability to directly email the business that owns the website.
	Photo Gallery	Include a photo gallery on any page. You can also setup a shadow box effect to focus the viewer on the image.
	Social Icons	Links to your social media pages. Keeping them neatly arranged and can be placed anywhere on the page.
	Youtube Video	Embed any Youtube video by linking to your channel all in one place.

**and the list goes on.
Ask us for our premium features.**

 talha@theboldtouch.com

Performance That Matters



A fast website isn't just a nice feature—it's essential.

Visitors expect websites to load quickly, navigate smoothly, and work flawlessly on every device. Search engines expect the same.

That's why performance is built into every website we create, helping deliver a better experience for your visitors while supporting long-term growth online.





Built for Speed & Reliability

When we build websites, performance is never an afterthought. We take a proactive approach to speed, reliability, and optimization so your website feels fast, smooth, and dependable for both visitors and search engines. Here are a few ways we help keep your website fast, reliable, and easy to use:

● **Optimized Images**

Images are optimized to maintain visual quality while reducing file sizes and improving page load times.

● **Fast Global Delivery**

Your website content is delivered through a fast, reliable network to help pages load quickly for visitors, no matter where they are.

● **Ongoing Performance Checks**

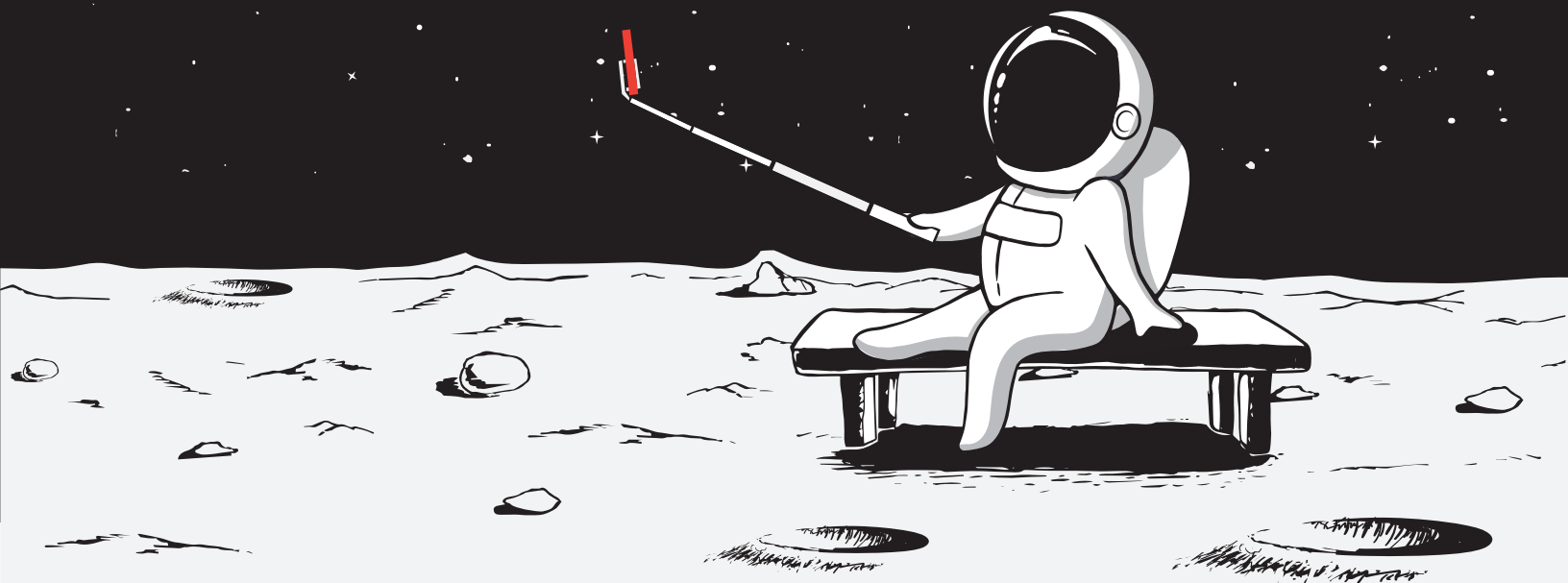
We regularly review website performance to help maintain speed, reliability, and a strong user experience.

● **Secure Infrastructure**

Your website is supported by secure hosting, SSL protection, routine backups, and ongoing monitoring.



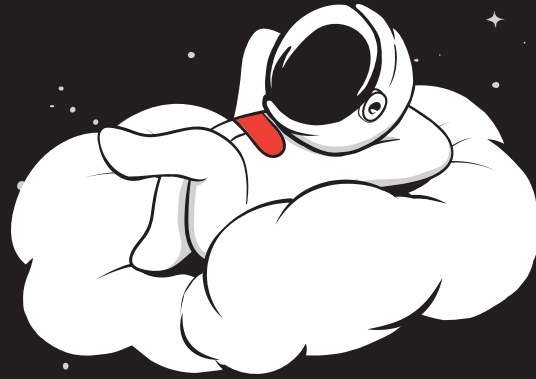
Better *Overall* Experience



Why Partner With BOLD?

We believe great websites come from strong partnerships. By understanding your business, audience, and goals, we create digital experiences designed to support growth, build trust, and drive results.

Our goal is simple: build a website that helps your business stand out, connect with the right audience, and generate meaningful results.



WHY OUR WEBSITES PERFORM

- Our websites aren't just designed to look good. They're built to perform. Here's what helps your website deliver a better experience for both visitors and search engines.

Strategic Site Architecture

Designed to guide visitors through your website with clear navigation, intuitive layouts, and purposeful user journeys.

Modular Flexibility

Easily expand, update, or adapt your website as your business grows and your needs evolve.

Secure & Reliable Hosting

Your website is protected with secure hosting, routine backups, ongoing monitoring, and dependable uptime.

Accessibility First

Built with usability and accessibility in mind to create a better experience for all visitors.



Analytics & Performance Tracking

Built-in tracking allows you to measure what matters. We study the stats as well and send you our suggestions.

Whether it's performance, flexibility, or long-term growth, every BOLD website is built to support your business today and adapt to your needs tomorrow.



Our Process

Every successful website starts with a clear plan. Our process is designed to keep projects organized, collaborative, and focused on results.



Discovery & Strategy

We learn about your business, audience, goals and vision.



Design & Direction

We define the structure, user experience, and visual direction.



Website Development

We begin building you a responsive, fast, and scalable site.



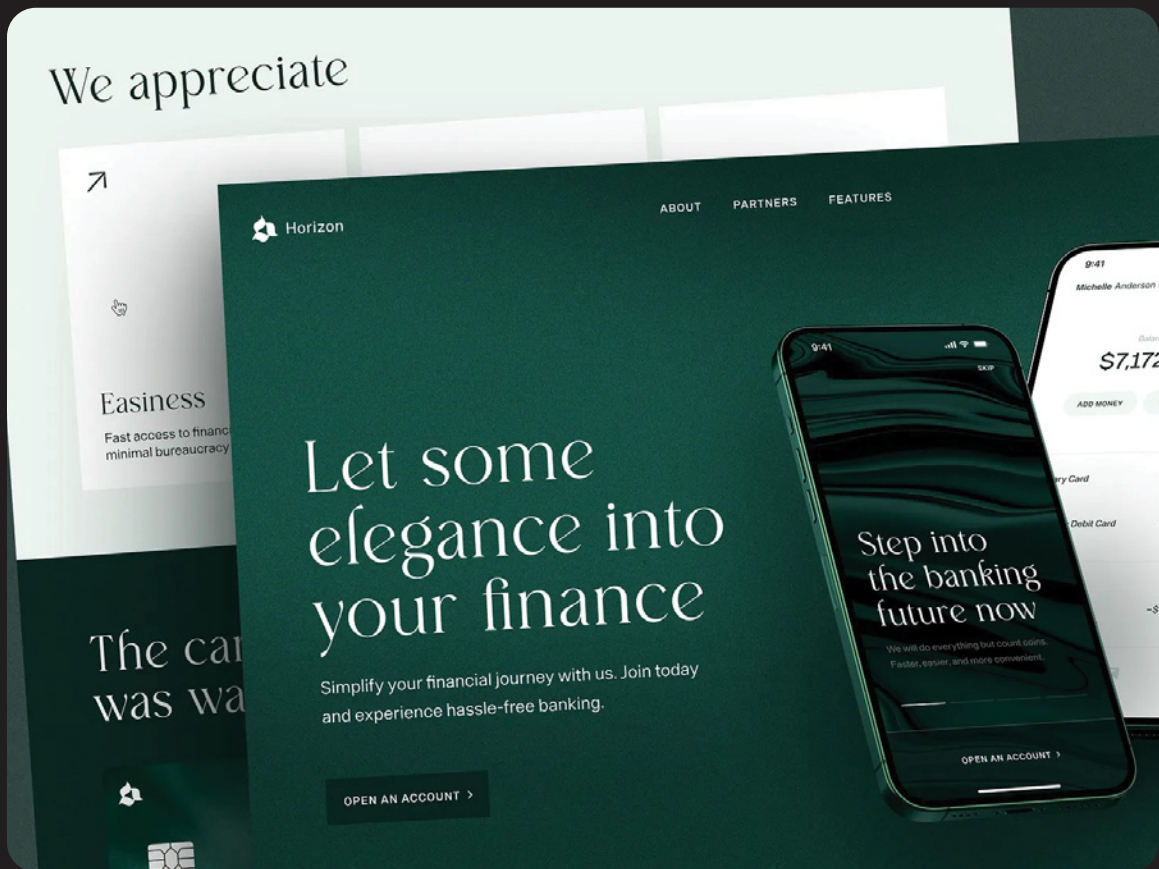
Testing & Launch

Rigorous performance testing before going live.



Growth & Support

Ongoing support and guidance to help you website evolve.



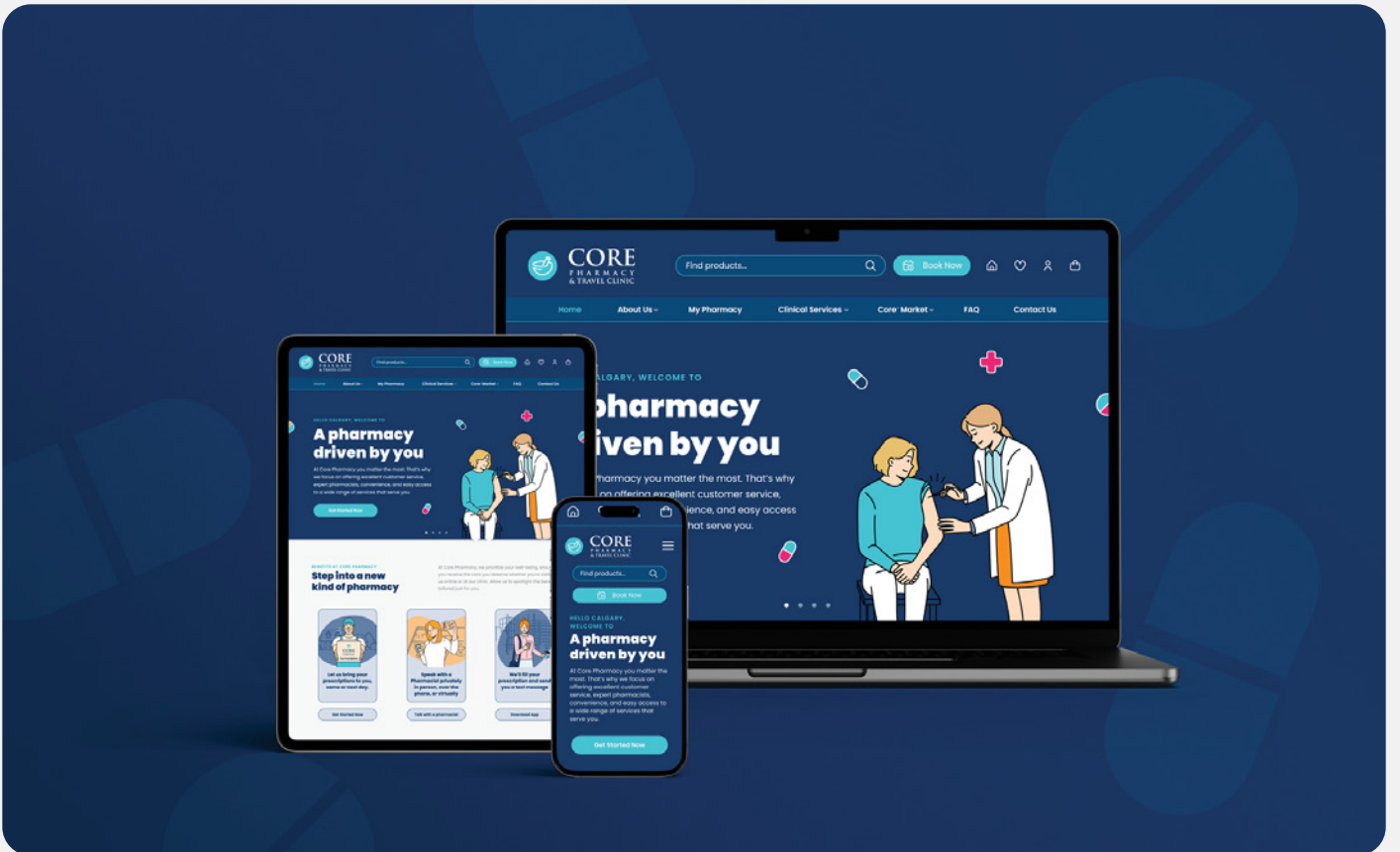
What Makes Us Different.

We don't believe in one-size-fits-all websites. Every website we build is shaped around your business, your audience, and your goals. And once your site is launched, we don't disappear. We stay available to help with updates, changes, and ongoing website needs through optional monthly support plans.

Behind the scenes, we help keep your website running smoothly so you can stay focused on running your business.



FEATURED WORK



©
©
FINALLY WE'RE DONE

**We hope you found
this handy and
informative.**



Let's make something new.

talha@theboldtouch.com

The End

Thank you for taking the time to read this. We look forward to sharing your success.



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Building Bold Lasting Impressions

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