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**YMC Elevates Member Web Experience**

*Agency Delivers Credit Union Web Designs with no Costly Fees or Binding Contracts*

**GREENVILLE, S.C. –** For nearly 20 years, Your Marketing Co. has heard and seen first-hand web design companies that overpromise, underdeliver, and hide costs behind long-term contracts. It’s what led the strategic marketing agency to form its sister company, Uncommn, in 2017, and earlier this year YMC moved credit union web design completely in-house.

“We have a well-rounded team that excels individually and collaboratively, providing invaluable feedback and driving strategic success together,” Senior Web Developer Alex VanHaasteren said of the move. “We pool resources, share ideas, and draw inspiration from one another.”

According to Vice President of Digital Strategy Reh Harvey, every credit union should be seeking mobile-first responsive design with faster load times and intuitive navigation – not to mention greater search engine optimization. The challenge, however, is ensuring content is engaging and relevant to attract and retain visitors.

“Unlike static, boring, templated design that drive users away, our goal is to stay ahead of the curve, ensuring our websites are dynamic and consistently captivating,” he said.

When evaluating web design services, there are a lot of flashy claims among web designers that mask underlying issues such as restrictive contracts and poor client relationships. Companies that boast about the number of credit union websites they complete often do so because they are boilerplated – mass produced lacking customization and originality, which leads to underperformance – poor user engagement, low conversion rates and a failure to differentiate in a competitive market. Likewise, even the simplest of change requests can be time consuming and come with a hefty price tag.

YMC begins each website project with an extensive discovery phase, gathering the credit union’s needs and goals, ideal member profiles, and desired website functionalities. All visual elements are tied to the credit union’s brand to build stronger, more human-like connections with the consumer.

One of YMC’s most recent websites was for [Coastline Federal Credit Union](https://www.coastlinefcu.org/) in Jacksonville, Fla. User-friendly and straightforward, the website employs a clean, structured layout with clear navigation menus, making it easy for users to find information quickly. The website features prominent call-to-action buttons and uses a professional color scheme and visual hierarchy to enhance readability and user engagement.

“No one wants a website that look and function like everyone else,” VanHaasteren said. “Integrating motion can add unique qualities and characteristic, making a site more distinctive and engaging.”

With the recent threat and aftermath of Hurricane Beryl slamming into southern Texas, YMC was proactive and fast in updating client websites in the region with closure and online banking notices.

“We offer more than just a web development relationship,” Harvey said. “We become an integral part of their team and live the mission of ‘leave no credit union behind.’”

Credit unions should never be stuck with poor service, and yet, so many commit to five-year agreements, which is why YMC doesn’t have long-term contracts.

“We emphasize the quality of our brand work and a strong onboarding process for credit unions,” said CEO Bo McDonald. “Additionally, we believe in flexibility and transparency. If our work doesn’t meet your expectations, you’re free to leave – no strings attached. Your satisfaction and brand integrity are our top priorities.”

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**About Your Marketing Co.**

Your Marketing Co. is a full-service strategic planning, branding, and marketing firm serving credit unions that are not content with the status quo. Since 2008, YMC has helped dozens of credit unions grow their potential through strategy, execution, and accountability. And we give a damn!