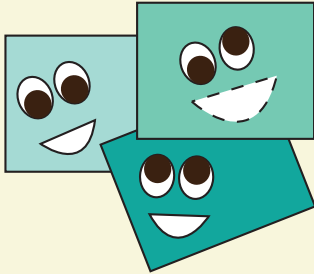


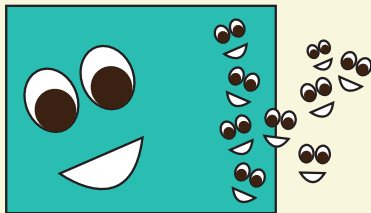
5 TYPES OF Ad Agency Websites

1. FLASH MONSTER



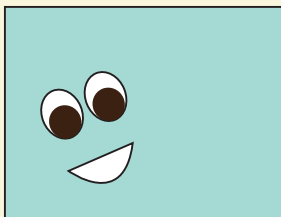
Many shops pride themselves on their creativity, so they have a flash intro that looks like it was designed by Salvador Dali playing with an 8-bit color scheme. It makes the point that they're creative, but it also says out loud the underlying thought, "but we might be creative at the cost of other things."

3. OVERLY SOCIAL



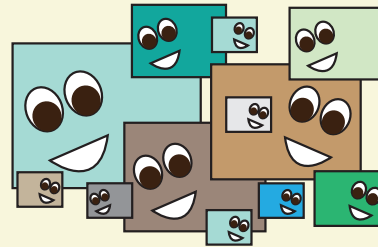
Like a sweaty hug, these guys take the idea of spreadable media a bit too far. Their intro page has a YouTube playlist that plays automatically and without permission, a constantly-updated Twitter feed that's scrolling faster than you can read something that's in your periphery, and there's a sidebar for the Bandcamp page of the hip hop band from creative. This site is a stranger at a bar who makes too much eye contact and says "We should be friends!"

5. PERFECT



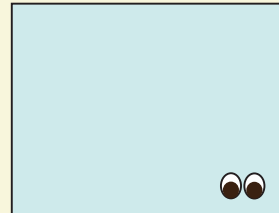
Blogs and Twitter feeds are easy to find, but unobtrusive at the same time. No Flash except in showcasing interactive work. The agency is willing—or even better—eager to discuss how they are dedicated to creating long-term growth instead of, say, bragging about their Klout score. The layout is clear and web 2.0 without being blocky. The color scheme isn't dull but doesn't hurt your eyes. Ahhh. So beautiful.

2. EMPIRE BUILDER



Hi! Want to send us an email? Choose from any of our 143 offices! We won't say which office does which brand, and we won't let you send it to a central address for one of our people to forward it to the right place. If you want to do anything at all, you'll have to pick an office by continent, country, state. But don't panic—our late founder was an ad genius in the 1960s!

4. BARELY THERE



The most forgivable way for an agency site to go wrong. If a potential client is looking at an agency's website, they must be acquainted with the work already. The website is the first or main or only thing a client looks at in choosing to contact an agency. For small agencies, this is doubly true. In the best case scenario, a minimally informative website means that the people are too busy doing actual work. (Of course, it might also mean that the agency is still lamenting the death of print, and that's so ouchies.)