



BROWWORKS

F.R.A.M.E.

METHODOLOGY

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WHO WE ARE

Broworks is a Webflow-focused strategy and growth partner founded in 2019. We've delivered 120+ projects across SaaS, recruitment, fintech, healthcare, and B2B platforms. Our work impacts over 100,000 daily users through the websites we've helped shape

Every engagement follows the same disciplined framework, ensuring that design, CMS architecture, SEO, AEO, and performance are engineered together, not layered on later.

Who this methodology is built for

Healthcare



Industrial & Automotive



Telecommunication



Blockchain & Web3



Enterprise platforms



Franchise & Consulting



OUR F-R-A-M-E WORK

The Browworks F-R-A-M-E work

F Foundations
First

Align sitemap, goals, tech needs

R Research-
Led Design

Behavior-backed design, not just visuals

A Adaptive
CMS

Structured Webflow CMS for marketing teams

M Modular
Builds

Clean, scalable components with zero bloat

E Engineered
for

SEO, AEO, & Speed
Semantic HTML, structured data, CWV



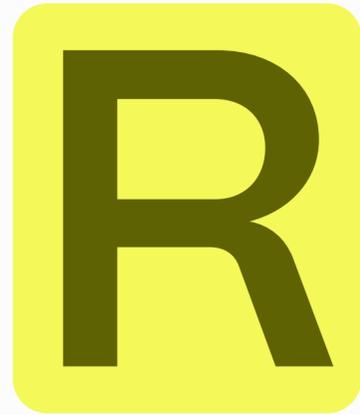
Strategy before screens

BEFORE VISUAL DESIGN BEGINS, WE DEFINE:

Revenue path → Competitive analysis → ICP clarity → User journey map → Keyword research → Sitemap → Wireframes

30–40%

Of revision cycles is reduced
and guesswork eliminated



Every design decision is backed by facts

01**User Behavior Research**

We analyze how real users interact with similar platforms in your industry, what they scan first, what they ignore, and where they hesitate.

02**Heatmap & Session Insights**

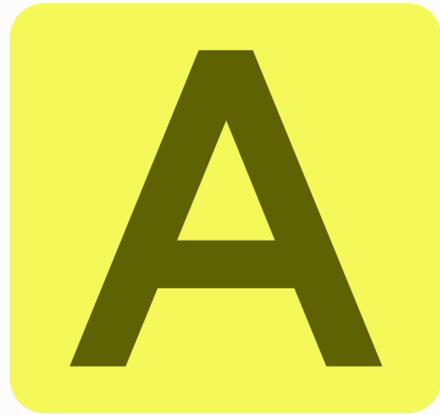
Scroll depth, click patterns, and friction points reveal where attention drops and where intent increases. We design around those signals.

03**Competitor Positioning**

We study how competitors structure messaging, proof, and CTAs, identifying gaps and overused patterns to position you strategically.

04**Conversion Path Mapping**

Every key page is mapped around a defined action. We remove ambiguity and reduce unnecessary steps between interest and conversion.



Marketing- controlled architecture



A website should not depend on developers for daily execution. It should operate as a structured publishing system.

We build Webflow projects using a disciplined architecture approach.

Client-First Framework

Every build follows the Client-First methodology to ensure consistent class naming, scalable structure, and predictable layout logic.

Modular Components

Marketing teams can assemble landing pages using pre-structured blocks without breaking layout, spacing, or hierarchy.

SEO & AEO- Ready

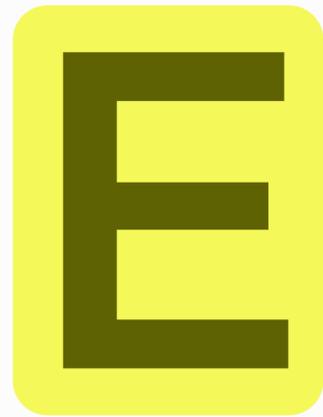
Every template is structured with semantic HTML, schema markup, keyword alignment, and structured FAQs, designed to rank in Google and surface in AI-generated answers.

AI-Review Workflow

Key long-form pages include structured summaries, FAQs, and content blocks that can be shared directly with tools like ChatGPT, Claude, and Perplexity.

Scalable Models

Blogs, case studies, team pages, jobs, and resources are modeled as structured CMS collections with consistent fields. New entries can be published without touching layout or code.



Engineered for SEO, AEO & Speed

Layer	What we implement
Semantic HTML Structure	Proper heading hierarchy (H1–H6), logical sectioning, accessible markup, clean DOM structure for machine readability
Structured Data & Schema	Organization, Article, FAQ, Breadcrumb, and relevant entity schema embedded at template level
Internal Linking Architecture	Intentional contextual linking, topical clustering, anchor logic aligned with keyword strategy
Core Web Vitals Optimization	Image compression, lazy loading, clean interactions, minimal script overhead, performance-first animations
AI-Ready Content Structure	Clear summaries, structured FAQs, scannable sections, entity clarity for LLM extraction
SEO Migration Planning	301 mapping, URL restructuring, metadata preservation, index validation, Search Console checks
Featured Snippet & FAQ Optimization	Structured Q&A blocks designed for rich results and answer engine extraction
LLM & AI Review Workflow	Page validation through tools like ChatGPT, Claude, and Perplexity to assess clarity, extractability, and summary quality
Team Training	Post-launch walkthroughs, documentation, and Webflow Editor onboarding for marketing teams
Keyword & Metadata Framework	Page-level keyword intent alignment, structured meta titles/descriptions, Open Graph optimization

WHY F.R.A.M.E. WINS

Competitive advantage

Our F.R.A.M.E. work delivers:

50%

Of average growth within first 6 months

60%

Faster page speeds after migration

LOW

Technical debt

Engagement models

1

Build

Complete transformation in 3–4 weeks.

Designed for companies that need a full website rebuild or migration. This model includes strategy alignment, structured UX, modular Webflow development, CMS architecture, and foundational SEO/AEO setup.

2

Grow

Ongoing optimization and visibility development.

This model focuses on conversion optimization, SEO/AEO visibility expansion, technical refinements, content structure improvements, and performance monitoring. It operates as a continuous improvement loop rather than a one-time project.

3

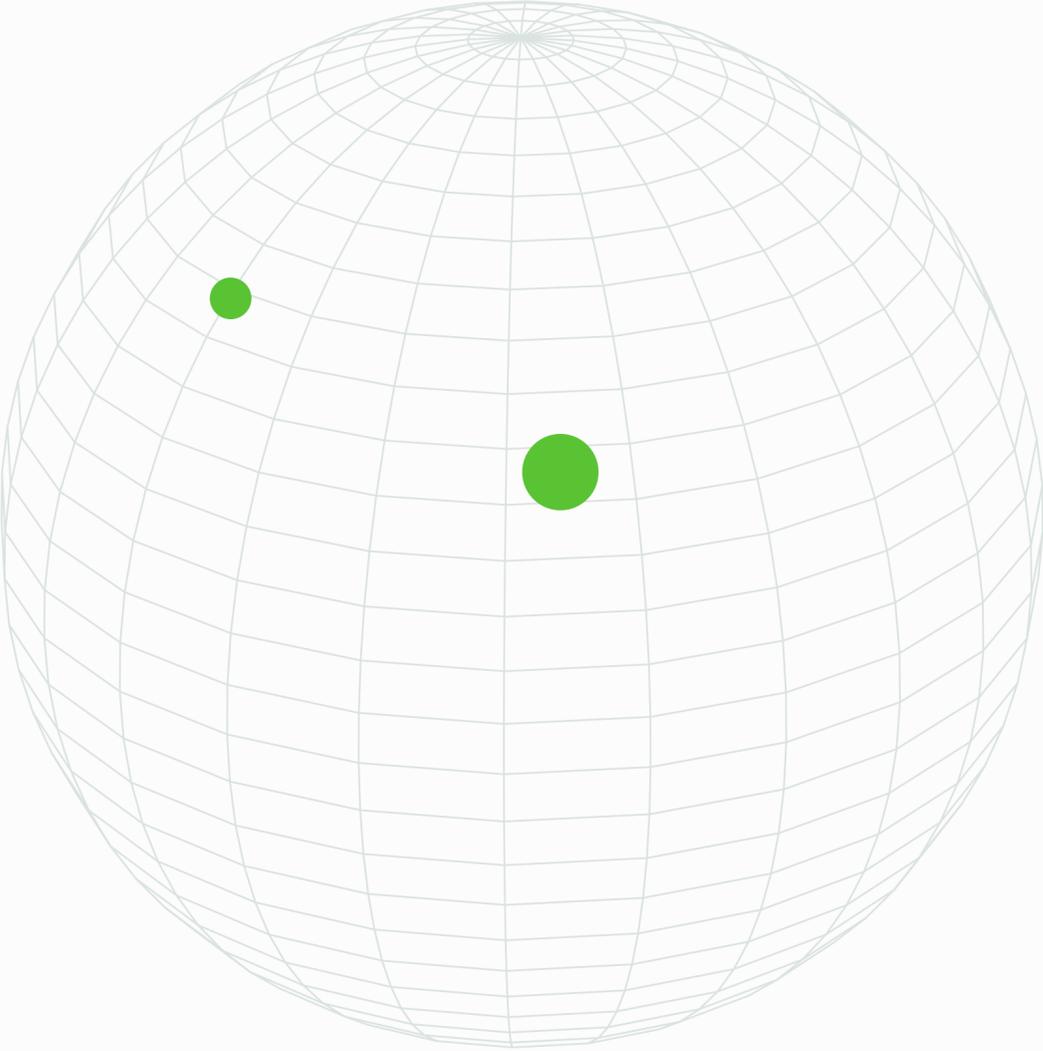
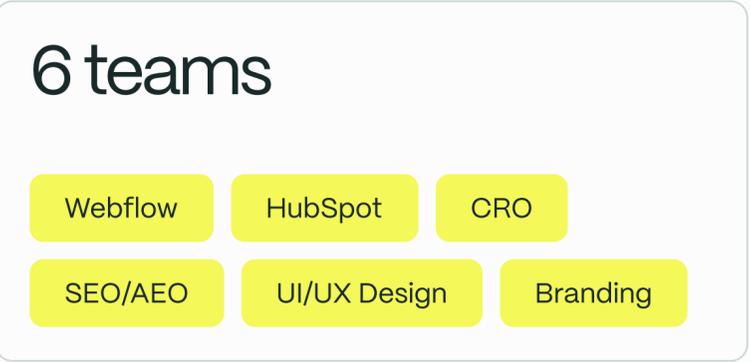
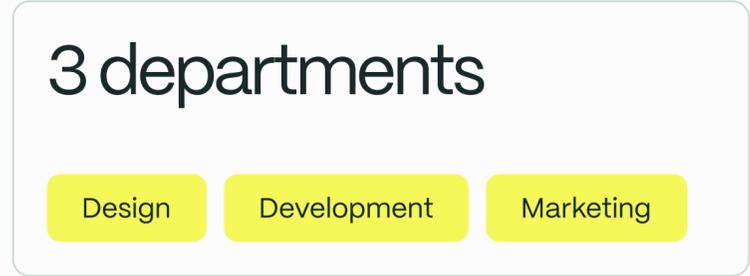
Hybrid

Structured rebuild + long-term optimization.

We redesign and re-architect the website first, then continue with CRO testing, search expansion, AI visibility refinement, and performance iteration. This model ensures the system not only launches strong, but compounds over time.

WHY CHOOSE US

Browworks: A Strategy-First, ROI-Driven Webflow Partner



- ✓ Webflow certified experts
- ✓ Migration specialists
- ✓ AEO & AI visibility pioneers
- ✓ Structured sprint methodology
- ✓ Transparent collaboration
- ✓ Multi-disciplinary in-house team
- ✓ All team members are seniors with 10+ years of experience



**LET'S BUILD
TOGETHER!**

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