



BROWWORKS F.R.A.M.E. METHODOLOGY

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WHO WE ARE

Browworks is a Webflow–focused strategy and growth partner founded in 2019. We’ve delivered 150+ 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, one where design, CMS architecture, SEO, AEO, and performance are engineered together from day one, and where client approval happens inside the process, not after it. That's why our projects typically reach design approval with zero major revision cycles.

Who this methodology is built for

Healthcare



Frontera

Supported by government facilities



Noze

Funded by NASA and Bill & Melinda Gates Foundation

Telecommunication



EPIQ Solutions

Partnered with US Military and Defense



Xiphos

Partnered with NASA & ISS

Enterprise platforms



EyeSee

Award-winning company for behavioral & market research



MINT

Global leader in advertising resource management

Industrial & Automotive



Express Hail Repair

Vehicle body repair using advanced techniques



M&N Excavators

Excavation and site preparation services for route building

B2B SaaS



Visa Franchise

Visa advisory and franchise matching services



Vetted Biz

Data and research platform

OUR F-R-A-M-E WORK

The Browworks F–R–A–M–E work

F Foundation First

Goals, competitors, personas, sitemap, decided together in a structured sprint

R Research–Led Design

Wireframes and direction backed by competitive and keyword data, signed off before design starts

A Adaptive CMS

CMS architecture decided in week one, built for marketing teams, not developers

M Modular Builds

One component system, scalable across pages and brands, zero bloat

E Engineered for SEO, AEO & Speed

Semantic HTML, structured data, AI-readable content, built in, then continuously improved



Strategy before screens

Every project starts with a five-day UX Design Sprint, your team and our full delivery team in the room together, from day one.

You bring almost nothing: team bios, logos, links, and real photos. No content, no brief, we discover everything together. The sprint ends with wireframe sign-off, and nothing moves to design without it.

DAY 1: Business goals & problems → **DAY 2:** Competitive landscape → **DAY 3:** User personas → **DAY 4:** Sitemap & CMS architecture → **DAY 5:** Wireframes

O

Major revision cycles on a typical project, because you approve the work as we build it, not after a big reveal



Every design decision is backed by facts

All of it happens with your team in the room, which is why our direction survives contact with your stakeholders.

01

Competitive & Keyword Intelligence

We analyze who you actually compete against, in Google rankings and in AI-generated answers. Keyword research is built on your approved sitemap, so structure and search strategy reinforce each other instead of fighting.

02

User Behavior Research

Since nearly every project is a redesign, we work from real data: how users move through your existing site and industry, what they scan, where they hesitate, where they leave.

03

Competitor Positioning

We map how competitors structure messaging, proof, and CTAs, identifying the gaps and the overused patterns, so your positioning is deliberate.

04

Conversion Path Mapping

Every key page is designed around one defined action. We remove ambiguity and cut unnecessary steps between interest and conversion.



Marketing– controlled architecture

A website should not depend on developers for daily execution. So we decide your CMS architecture in week one (during the sprint, with your marketing team in the room) and build it so a non-technical person can run the site without touching code.

Client-First Framework

Every build follows the Client-First methodology: consistent class naming, scalable structure, predictable layout logic. Your next developer will thank you.

Modular Components

One component system, built once, styled infinitely. Marketing teams assemble pages from pre-structured blocks without breaking layout or hierarchy. The same system let us deliver 14 brand websites, each visually independent.

SEO & AEO-Ready

Every template ships with semantic HTML, schema markup, keyword alignment, and structured FAQs, built to rank in Google and be cited in AI answers. Not bolted on. Built in.

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 structured CMS collections with documented fields. New entries publish without touching layout or code.



Engineered for SEO, AEO & Speed

Built into every project during development, then operated as a continuous visibility loop after launch. AI search visibility is a system you run, not a feature you ship.

E: ENGINEERED FOR

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, Service, Article, FAQ, and Breadcrumb schema in a unified @graph structure, with entity disambiguation so AI engines never confuse you with someone else's brand
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 ChatGPT, Claude, and Perplexity, plus llms.txt implementation and ongoing citation tracking through dedicated AI visibility platforms
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% **60%**

Of average growth within first 6
months

Faster page speeds after migration

2 SITES/MO

delivery pace on multi-brand builds, powered by our
shared component system

Engagement models

1

Build

Complete transformation in 4–6 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.

We track your AI citation share and search visibility continuously, and translate what we find into monthly improvements. No guarantees of specific outcomes, just documented results with companies like yours, and a system that compounds.

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
- ✓ Wireframe sign-off and QA gates on every project, you always know where you stand

3 departments

Design

Development

Marketing

6 teams

Webflow

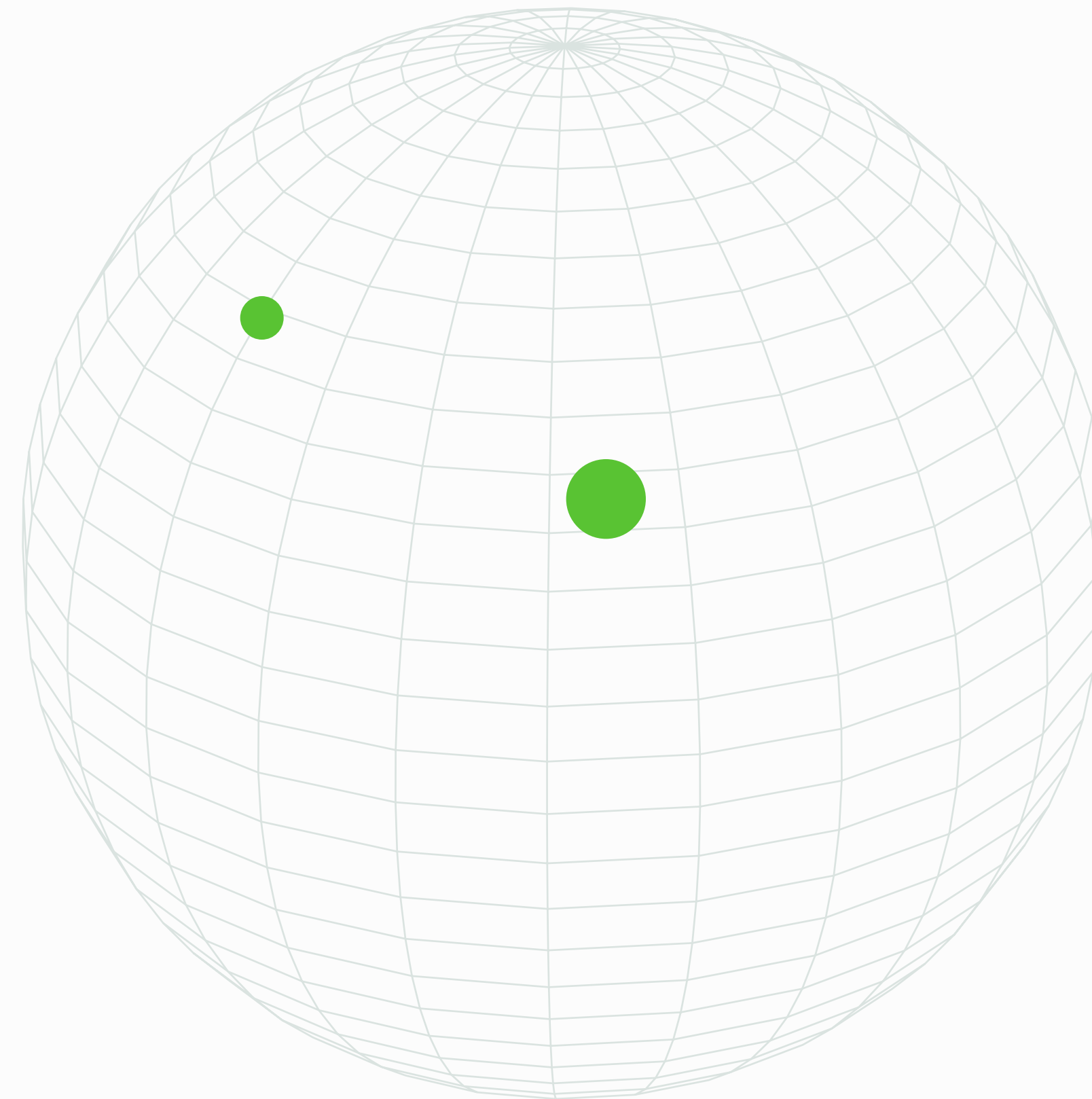
HubSpot

CRO

SEO/AEO

UI/UX Design

Branding



LET'S BUILD TOGETHER!

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