

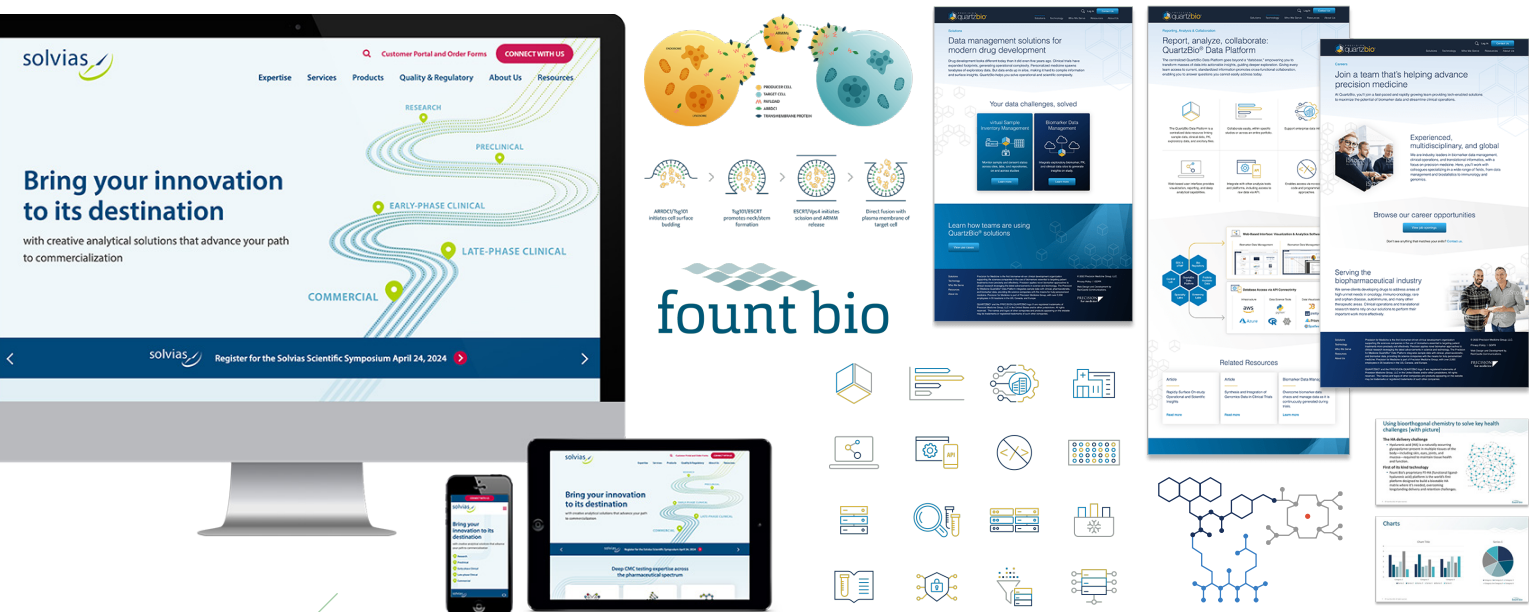
# Life sciences website design: experience counts

Is your life sciences business at an inflection point? Whether you're launching or re-launching a company or product, seeking strategic partnerships or preparing for capital raising activities, a strong web presence is essential.

RainCastle has a long track record of creating effective web experiences for biotech, medtech, pharmaceutical, and other life sciences companies—from startups to industry leaders. We have decades of experience creating unique websites that reflect each company's distinctive voice and contribution to patient care. Ready to make an impact? Reach out to RainCastle.



We've created bold, award-winning sites for industry leaders and startups



Give your website the RainCastle advantage

Clutch rated us a Top Web Design Firm in Boston. Here's why:

- ✓ An experienced team of creative, strategic problem solvers
- ✓ Collaborative approach focused on your business success
- ✓ Reliable, consistent processes for a smooth project experience and high-quality output
- ✓ Proven ability to translate complex scientific information into content that resonates with target audiences
- ✓ Full-spectrum capabilities, from branding and logo design to animated videos, print collateral, presentations, event graphics, and more



Schedule a complimentary strategic consultation with one of our experts.

# What makes an effective life sciences website?

Years of experience have given us a solid understanding of the essential elements of a successful web experience for biotech, med tech, and other life sciences companies.



## Clear brand messaging

Developing clear, concise messaging that communicates your brand's value proposition is a crucial step. RainCastle has extensive experience in developing brand messaging for life sciences organizations. For Daicel Chiral Technologies, we created a brand messaging framework that highlights their distinctive strengths. This provided a solid foundation for a comprehensive program including brand identity, website, and marketing collateral.



## Strong visual branding

Creating a memorable impression begins with a distinctive visual brand. RainCastle excels in developing comprehensive visual branding solutions for life sciences companies. For Fount Bio, a startup developing skin revitalization polymers, we took inspiration from the name—which suggested the “fountain of youth”—to create a visual brand that evoked fluidity.



## Smart design and navigation

Creating a positive web experience requires an intelligent site structure that supports a prospect's journey on your site. This is complemented by a clean design that presents information clearly. Every RainCastle web project begins with detailed information architecture planning and page wireframing. For Sengenics, we restructured their website architecture from a product-focused experience to one emphasizing services and disease-specific solutions to reflect their evolving business strategy.



## Clear explanations

Novel technologies often need to be explained, especially for non-scientific business audiences. RainCastle has proven expertise in communicating technical content in language and visuals that make complex concepts easily understood. For Alpha9 Theranostics, we created a web page that clearly explained their innovative approach to radiopharmaceuticals and their product pipeline journey.



## Search-aware strategy

Leveraging search engine optimization (SEO) techniques can help improve your site's visibility and traffic. RainCastle develops SEO foundations to help optimize key website elements—including page titles, URLs, and meta descriptions—to encourage searchers to visit your site.



## Robust resources

Life sciences customers and investors want evidence of a company's product or technology claims. RainCastle works with clients to create a repository of critical resources—from publications and posters to white papers, explainer videos, recorded webinars, and product literature. We know how to create a Resources section that is easy to navigate and flexible enough to accommodate new materials as they become available.



### Have a Project You'd Like to Discuss?

Schedule a complimentary strategic consultation with one of our experts to discuss your business goals, website goals, visual brand and messaging, and suggested next steps.

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