

21**W**EBs

INDIGENOUS & ABORIGINAL CORP.

WEB DESIGN



Culturally led, WCAG-aligned, mobile-first websites that strengthen trust, access and local visibility.

OUR PROMISE



Accessible, story-rich sites that respect language, Country and community — fast, easy to manage, easy to find.

Why it matters

- Culture first: permissions, approvals, truthful storytelling.
- Inclusion: plain English, captions/transcripts, readable design.
- Visibility: region-first structure + local SEO.
- Ownership: you keep control of content and data.

Outcome

More enquiries, clearer pathways, stronger community connection.

PRINCIPLES



1

Cultural Authenticity — Co-design, correct language, image/name permissions.

2

Accessible by Default — WCAG-aligned layouts, high contrast, keyboard use.

3

Content Sovereignty — You own content, images, data and backups.

4

Simple to Use — Clear nav, plain language, mobile-first pages.

5

Findable — Schema, Google Business Profile, regional keywords.

6

Secure — Updates, backups, role-based access.



PROCESS

(LISTEN → CO-DESIGN → BUILD → SUPPORT)



Listen & Map: Elders/Board workshops, audience needs, permissions.



Structure: 3-click pathways to services and programs.



Visual System: Country-honouring colours, pattern, imagery.



Content: Plain English + community terms; audio/captions where useful.



Build: Fast, WCAG-aligned, region-first schema, local SEO.



Train & Support: Video guides, governance templates, care plans.

SPEED & RELIABILITY

COMPRESSED MEDIA, CLEAN CODE,
CORE WEB VITALS TUNED.

Local search

- ➔ Region/Country first structure
- ➔ Service & organisation schema
- ➔ Google Business Profile setup and posting



Accessibility essentials

Alt text, transcripts, clear forms, large tap targets, readable type.

Useful context (AU)

- **3.2% identify** as Aboriginal and/or Torres Strait Islander (2021).
- **Digital gap persists;** remote areas face limited mobile coverage.
- **WCAG 2.2 AA** is the reference standard across gov-led services.



FEATURES YOU CAN COUNT ON

Editorial control — WordPress or headless CMS, custom blocks, approvals.

Inclusion — Audio/read-aloud, multilingual options, plain-language summaries.

Offline-friendly — Download packs for programs and forms.

Analytics — Privacy-respecting dashboards; track calls, forms, directions.

Care — Security updates, backups, accessibility tuning.



PACKAGES & TIMEFRAMES



Starter (4–6 weeks)

6–8 pages, accessibility essentials, local SEO setup, training.



Growth (6–10 weeks)

12–18 pages, program templates, events/news, multilingual, advanced schema.



Corporation (8–14 weeks)

20+ pages, microsites, resource hub, custom components, integrations.



Ongoing support

Monthly/quarterly care plans with reports and content help.

SPEAK TO YOUR AUDIENCE. MAKE IT COUNT.

- *CUSTOM WEBSITE DESIGN*
- *CUSTOM GRAPHIC DESIGN*
- *AUTOMATION*

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Final word

A respectful website does more than look good — it builds trust and connection. If you're seeking a **Web Designer for Aboriginal Corporation or Web Designer for Indigenous Corporation**, we'll listen first, then design with care.

