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# GET FOUND ONLINE! OVER 63% OF SEARCHES ARE DONE ON A MOBILE DEVICE

In 2022, more people used their phones to view websites than they did on their desktop. Is your website mobile effective?



## How We Can Help

Customers are looking for your business through their mobile devices at this very moment. Your website is critical in helping to connect all your online/offline media and marketing initiatives to new and existing customers. We can create you an affordable, attractive and mobile effect website that helps your business flourish online.

## What We Do For You

We create a website that is mobile effective and user friendly as well as write content and apply SEO strategies to ensure your business is found on Google. Our customer service will exceed your expectations as we pride ourselves on being there for YOU! We have a knowledgeable team ready to answer your emails or calls.

## What You Get



### Mobile Effective Website Design

A mobile first approach to designing your website is applied while keeping your key information easily accessible to the viewer.



### Ongoing Customer Support

Providing real-time support to you. We answer the phones, emails and say what we are going to do.



### Content Creation and SEO Strategies

Coming up with the right words for your website can be tricky - that's where we come in. We will help in writing the content for you as well as apply SEO strategies to tell Google exactly what your business does.

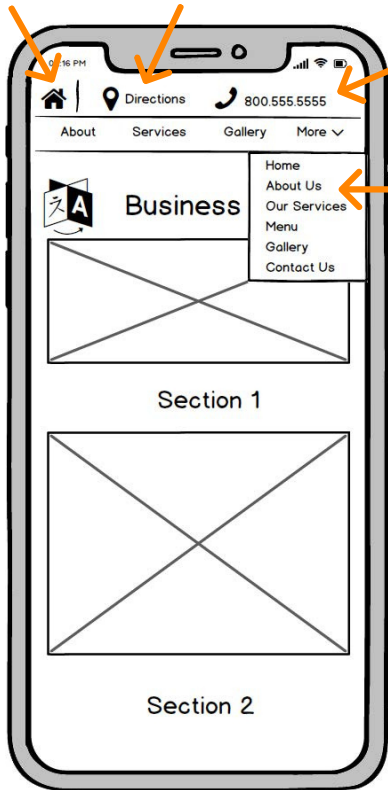
# KEY MOBILE EFFECTIVENESS

Now more than ever, it is crucial for your website to be mobile effective. Key information regarding your business needs to be readily available, easy to find and interact with. Our Stay-On-Top initiative does that, keeping you ahead of your competition.



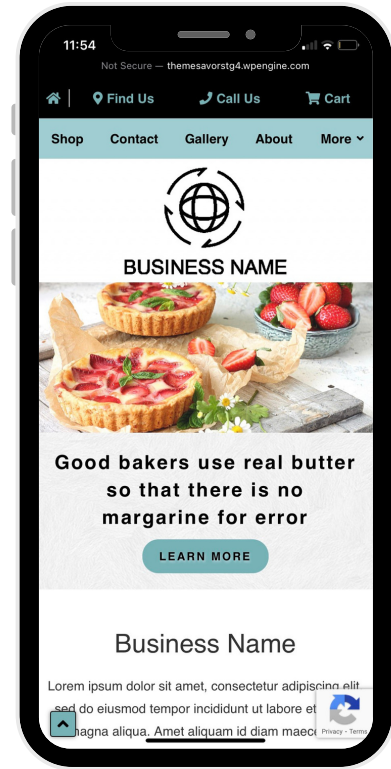
Click to return to homepage

Click to bring up map & directions



Click to call

Click to see pull down menu



## Stay-On-Top Approach

Our active “Stay-On-Top” approach is designed to have your **key information** such as your **phone number** and **location** always visible at the top of each page.

## Stay-On-Top Advantage

The advantage to Stay-On-Top is allowing your **potential customers** the ability to **quickly call** your phone or **find your location** on a map with a touch of a finger.



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Mobile Effectiveness

# OUR WEBSITE PACKAGES



PACKAGE FEATURES	AVAILABLE	COMPETE	DOMINATE	PLATINUM +
Number Of Pages	3	5	10	15
Theme Changes Allowed	No	✓	✓	✓
Optional Blog Page	No	✓	✓	✓
Ecommerce <i>(Call for details)</i>	No	No	✓	✓
Local Search Engine Submissions	No	✓	✓	✓
Online Contact Form Management	No	✓	✓	✓
Monthly Image Replacements	10	25	25	25

## Website Packages include:

- Mobile Effectiveness / Responsive Design
- Website Hosting & Maintenance
- SSL Certificate
- Search Engine friendly site
- Google Maps integration
- Social Media links
- Google Tag Manager installation
- Copywriting assistance
- High resolution graphics
- Website monitoring
- Ongoing text changes
- Meta Keywords & Descriptions
- XML Site Map
- URL Mapping / 301 Redirects



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Website Packages

# THE WEBSITE PROJECT PLAN



## Initial Consultation Call

1 - 3 BUSINESS DAYS

Based on the information provided on the Initial Consultation Call, the developers will get to work on designing your site which will include your color scheme, logo, home and interior pages, call to actions and the additional unique features. If needed, we will populate the website with industry specific content and images.

## Review Website Draft With Team

1 - 3 BUSINESS DAYS

We will complete the look and feel of your website with any changes you may have as well as these optimization tasks:

- Keyword Research on best products & services.
- Insert relevant keywords on page titles and content.
- Change the records to point the website to your domain.
- Add a SSL Certificate to ensure your site is secure.
- Submit website so Search Engines.
- On-Page Sitemap creation.

## Website LIVE To The Public

On the Initial Consultation Call, we will discuss:

- Key business information.
- Provided marketing materials.
- Website themes and design layouts.
- Color scheme, unique features and pages.
- Our mobile first design approach.

## Website Build In Progress

10 - 14 BUSINESS DAYS

Once the developers have finished creating your website, we sit down with you and go over the website page by page to discuss any changes or questions you may have. If there are any changes, we will get those corrected and send back to you for final review.

## Website Completion & Optimization

1 - 3 BUSINESS DAYS

You will receive a confirmation email with a link to your website and contact information of your local digital team and developers for changes and updates.

## Client Responsibilities

- Provide sample websites (*likes or dislikes*) and/or other design direction during the consultation call.
- Provide any and all images and text on consultation call.
- Communicate efficiently with the team to keep the project on track.
- If you have any updates or changes, give us a call or email detailing what you need done.



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Website Project Plan

# YOUR BUSINESS INFORMATION



**Business Name:**

**Address:**

**City:**

**State:**

**ZIP:**

**Phone:**

**Email:**

**Social Media Links:**

**Tagline/Motto:**

**Hours of operation:**

**Is there a current website URL:**

**Yes:**

**No:**

**If yes, what is it:**

**Desired URL:**

**Geotarget:**

**Target Market:**

**Coordinating customer emails with the provider:**

**Yes:**

**No:**

**Business Description:**

**Goal of website:**



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Client Business Information

# OUR ECOMMERCE PACKAGE BREAKDOWN



PACKAGE FEATURES	BASIC ECOMMERCE <i>NCLUDED WITH 10 OR 15 PAGE WEBSITE</i>	VARIABLE ECOMMERCE <i>ADDITIONAL COST</i>
Shopping Pages	Up to 5 categories	Up to 10 categories
Product Pages	Up to 25	Up to 30
Checkout Page <i>Credit Card, Separate Billing &amp; Shipping Destinations</i>	✓	✓
Order Confirmation Page	✓	✓
Sales Tax Calculation	Fixed sales tax per item	Sales tax calculated for 1 state
Product Images	1 image per product	4 images per product
Product Options	Not included	2 sets each with 5 options
Unique Products	25	30
Shipping Costs	Fixed per item	Fixed per item
Coupons Accepted	Not included	✓
Storage & Bandwidth	250 MB Storage 15 GB Bandwidth	350 MB Storage 20 GB Bandwidth
Training <i>Available at an additional cost</i>	1 hour 1:1 training available. Includes: how to add, edit and delete products.	1.5 hours 1:1 training available. Includes: how to add, edit and delete products.

## Complex Ecommerce

Complex ecommerce options are available! If you think you have complex ecommerce, let us know and we will discuss the options as well as get you a custom quote.



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Website Packages

# OUR WEBSITE CATALOG OPTIONS



PACKAGE FEATURES	BASIC CATALOG <i>INCLUDED WITH 10 OR 15 PAGE WEBSITE</i>	VARIABLE CATALOG <i>ADDITIONAL COST</i>
Category Pages	Up to 5 categories	Up to 10 categories
Product Pages	Up to 25	Up to 30
Product Images	1 image per product	4 images per product
Product Options	Not Included	2 sets each with 5 options
Storage & Bandwidth	250 MB Storage 15 GB Bandwidth	350 MB Storage 20 GB Bandwidth
Unique Products	25	30
Training <i>Additional Cost</i>	1 hour 1:1 training available. <i>Includes: how to add, edit and delete products.</i>	1.5 hours 1:1 training available. <i>Includes: how to add, edit and delete products.</i>

## Complex Catalogs

Complex catalog options are available! If you think you have complex catalog, let us know and we will discuss the options as well as get you a custom quote.



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Website Catalog Options