

WEBDESIGN

Process and Packages

EVERY WEBSITE

- Powerful WordPress websites paired with premium plugins
- Custom configurations and unique designs tailored to your needs
- Mobile and interactive
- Touch-screen ready
- 2s load times (for 500k)
- Google My Business listing (maps)
- Detailed analytics and event tracking

We build mobile websites that are desktop friendly

PACKAGES

\$1250 LIGHT

Complete website application with huge savings because you are providing your own content.

- Content is in Single Document
 - Get Advice From Qualified MBA
 - Fast Development Time
 - Training and Support[†]
 - Social Media Integration
 - Two Premium Plug-ins
- Great for web marketing and advertising.

\$1895 STANDARD

RECOMMENDED

← Everything in the light package however, we provide content for you.

- Professional Writer^{††}
 - Stock Images (Optional)
 - SSL 2048bit Encryption Key
 - Extended Revision Period^{†††}
 - Three Premium Plug-ins
- The standard website follows the entire three stage development process.

\$3500⁺ VALUE ADD

Custom projects that require any of the features listed below. These projects all require a custom quote.

- Additional Meetings
 - Progress Reports, Briefings, and Presentations.
 - Multiple Rounds of Revisions
 - E-commerce
 - Document Management
 - Dedicated Server(s)
- Projects are billed hourly.

[†]Training and support packages are available for an additional fee.

^{††}Up to 1500 words of writing and eight photographs

^{†††}The revision period for the light package is five business days. The extended revision period for the standard package is 30 days. Revisions must be received as revision lists. See choice.marketing and the three stage process for more details.

SEO

SEARCH ENGINE OPTIMIZATION

We will not promote a website with spam, web spam, keyword stuffing, splogging, or link building schemes. Our websites are genuinely popular because they are easy to use and communicate something valuable and worth while. SEO means many things to many people so to be clear: we don't pretend to have a magical trick to boost your site to the top of Google (that doesn't exist).

We always focus on the user experience and the quality of our content and media. Anyone who could influence search rankings would not need to sell "the service" of influencing rank. They would just do it for themselves.

THREE STAGE PROCESS

STAGE 1

Design

Work with a professional **designer** to create the perfect look and feel in a visual mock-up. It can take a few tries to get the mock-up right, and we're OK with that.

It's better to correct a design while it's only a mock-up rather than a full website.

- ◉ Changes to the design will be completed within two business days.[†]

[†] Response to each mock-up is required within 72 hours or else we proceed onto Stage 2.

STAGE 2

Content[†]

Work with a professional **writer** to create an outline. The writer will take the outline and produce up to 1500 edited words (or 8 hours) of professional writing and up to five high quality stock photos. You can also provide your own.

- ◉ A single content document with in-line references to attachments
- ◉ One full round of content edits will be completed before moving into Stage 3.

[†] This stage is not included in the light package. If you have selected the light package, we move straight to stage three with the content you provide.

STAGE 3

Revisions

Single content document is combined with the mockup to build a website for you to review. At any time in this stage you can tell us to launch (before or after revisions are complete).

Request unlimited revisions within five business days. Extended revision periods are available.

Our three stage process normally takes 30 days or less. It is a proven process and results in finished sites.

We are able to offer rates much lower than comparable firms because of this process.

We've Eliminated:

- redundant back and forth in the revision period
- focus on the wrong things at the wrong time (for example, the content should be entirely about the message and not created to fill space)
- communication challenges and misunderstandings caused by excessive delays

FAQ

◉ May I sit with designer/writer to go over everything?

The first consultation (and coffee) is on us. You can always call or email support@choice.marketing afterwards or upgrade your support package.

◉ Changed my mind, can we go back to the first stage?

We can return to a previous stage, however all repeated time will be charged at our hourly rate. Returning to a previous stage is not included in our package pricing.

◉ Are there hidden fees?

No. Your invoice will clearly identify which fees are recurring. **Hosting is \$120 per year, however the first year is included.** You are always free to use your own hosting if you prefer.

◉ What is the current hourly rate?

There are two different rates; the standard rate and the preferred rate. Details can be found at choice.marketing/management/rates

◉ Do I own my website?

Yes, your website and everything created for it are all completely yours to do with as you please. Nothing about the coding is proprietary or hidden from you. Your first complete backup of the entire website is upon request at no extra charge any time within the first year.

Support to install your site on a different service is billed at the standard hourly rate, but the receiving company may do it for free. We provide standard easy to install backups.